

The copyright © of this thesis belongs to its rightful author and/or other copyright owner. Copies can be accessed and downloaded for non-commercial or learning purposes without any charge and permission. The thesis cannot be reproduced or quoted as a whole without the permission from its rightful owner. No alteration or changes in format is allowed without permission from its rightful owner.



**THE INFLUENCE OF PRODUCT CUES ON MALAYSIAN
CONSUMERS INTENTION TO PURCHASE CHINESE
AUTOMOBILES**



RUSLI HASNAN

**DOCTOR OF BUSINESS ADMINISTRATION
UNIVERSITI UTARA MALAYSIA
JULY 2020**

THE INFLUENCE OF PRODUCT CUES ON MALAYSIAN CONSUMERS INTENTION TO PURCHASE CHINESE AUTOMOBILES



DBA Dissertation (Proposal)

By

RUSLI HASNAN (93504)



OTHMAN YEOP ABDULLAH GRADUATE SCHOOL OF BUSINESS
UNIVERSITI UTARA MALAYSIA

PERAKUAN KERJA TESIS / DISERTASI
(Certification of thesis / dissertation)

Kami, yang bertandatangan, memperakukan bahawa **RUSLI HASNAN**
(We, the undersigned, certify that) _____

calon untuk Ijazah **DOCTOR OF BUSINESS ADMINISTRATION**
(candidate for the degree of) _____

telah mengemukakan tesis / disertasi yang bertajuk:
(has presented his/her thesis / dissertation of the following title):

THE INFLUENCE OF PRODUCT CUES ON MALAYSIAN CONSUMERS'
INTENTION TO PURCHASE CHINESE AUTOMOBILES

seperti yang tercatat di muka surat tajuk dan kulit tesis / disertasi.
(as it appears on the title page and front cover of the thesis / dissertation).

Bahawa tesis/disertasi tersebut boleh diterima dari segi bentuk serta kandungan dan meliputi bidang ilmu dengan memuaskan, sebagaimana yang ditunjukkan oleh calon dalam ujian lisan yang diadakan pada:
05 Ogos 2019.

(That the said thesis/dissertation is acceptable in form and content and displays a satisfactory knowledge of the field of study as demonstrated by the candidate through an oral examination held on:
05 August 2019.

Pengerusi Viva : **Prof. Dr. Nor Azila Mohd. Noor**
(Chairman for Viva)

Tandatangan
(Signature)

Pemeriksa Luar : **Assoc. Prof. Dr. Azizah Omar**
(External Examiner)

Tandatangan
(Signature)

Pemeriksa Dalam : **Assoc. Prof. Dr. Abdul Rahim Othman**
(Internal Examiner)

Tandatangan
(Signature)

Tarikh: **05 Ogos 2019**
(Date)

Nama Pelajar
(Name of Student)

: Rusli Hasnan

Tajuk Tesis / Disertasi
(Title of the Thesis / Dissertation)

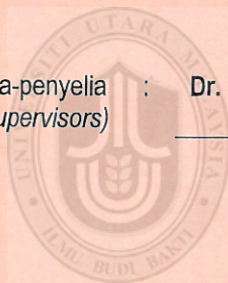
: The Influence of Product Cues on Malaysian Consumers' Intention
To Purchase Chinese Automobiles

Program Pengajian
(Programme of Study)

: Doctor of Business Administration

Nama Penyelia/Penyelia-penyelia
(Name of Supervisor/Supervisors)

: Dr. Noor Azmi Hashim



UUM
Universiti Utara Malaysia

Tandatangan
(Signature)

PERMISSION TO USE

In presenting this thesis in fulfillment of the requirements for a Post Graduate degree from the Universiti Utara Malaysia (UUM), I agree that the Library of this university may make it freely available for inspection. I further agree that permission for copying this thesis in any manner, in whole or in part, for scholarly purposes may be granted by my supervisor(s) or in their absence, by the Dean of School of Business Management where I did my thesis. It is understood that any copying or publication or use of this thesis or parts of it for financial gain shall not be allowed without my written permission. It is also understood that due recognition shall be given to me and to UUM in any scholarly use which may be made of any material in my thesis.

Request for permission to copy or to make other use of materials in this thesis in whole or in part should be addressed to:

Dean

Othman Yeop Abdullah Graduate School of Business

Universiti Utara Malaysia

06010 UUM Sintok

Kedah Darul Aman



UUM
Universiti Utara Malaysia

Abstract

The researcher of the present study formulated a model with intrinsic and extrinsic cues along with service cues to examine the purchase intention of Malaysian consumers of Chinese automobiles. For the selection of automobiles, consumers make decisions on the bases of their preferences and personal requirements, and companies are striving to find the factors which affect Malaysian consumers' decision-making about automobiles. This implies that purchasing goods has become an important activity in an individual's life and has impacted living standards based on the perception of buyers. Grounded by the theory of reason action, this study proposed a framework linking product cues, attitude towards brand, trust and purchase intentions. A total of 300 questionnaires were returned from the 770 questionnaires that were distributed. The response rate was 38.96%. From the 300 questionnaires returned, a total of 24 questionnaires were rejected due to several reasons such as incomplete answers. Therefore, only 276 (35.84%) questionnaires were coded and analyzed. Hierarchical multiple regression analyses were conducted to test the hypotheses posited in this study. The regression results indicated that (a) there is a positive and significant relationship between product cues and purchase intention, (b) there is a positive and significant relationship between product cues and attitude towards brand, (c) there is a positive and significant relationship between product cues and trust, (d) there is a positive and significant relationship between attitude towards brand and purchase intention, (e) there is a positive and significant relationship between trust and purchase intention, (f) attitude towards brand mediates the relationship between product cues and purchase intention, and (g) trust mediates the relationship between product cues and purchase intention. Theoretical and practical implications of the study as well as suggestions for future studies are discussed.

Keywords: Intrinsic cues, extrinsic cues, attitude towards brand, trust and purchase intention.

Abstrak

Penyelidik dalam kajian semasa telah merumuskan sebuah model dengan petunjuk intrinsik dan ekstrinsik bersama dengan petunjuk perkhidmatan untuk mengkaji niat pembelian pengguna Malaysia terhadap kereta buatan China. Bagi pemilihan kereta, pengguna mengambil keputusan berdasarkan asas keutamaan dan keperluan peribadi, dan syarikat-syarikat pengeluar berusaha untuk mencari faktor yang mempengaruhi keputusan pengguna Malaysia terhadap pemilihan kereta. Hal ini membayangkan bahawa pembelian barangan menjadi aktiviti penting dalam kehidupan individu dan memberi impak kepada taraf hidup berdasarkan persepsi pembeli. Berdasarkan teori tindakan beralasan, kajian ini mencadangkan rangka kerja yang menghubungkan petunjuk produk, sikap terhadap jenama, kepercayaan dan niat pembelian. Sebanyak 300 soal selidik telah dikembalikan daripada sejumlah 770 soal selidik yang telah diedarkan. Kadar maklum balas adalah sebanyak 38.96%. Daripada 300 borang soal selidik yang dikembalikan, sejumlah 24 soal selidik telah ditolak kerana beberapa sebab seperti jawapan yang tidak lengkap. Oleh itu, hanya sebanyak 276 (35.84%) soal selidik yang dikodkan dan dianalisis. Analisis regresi berganda hierarki telah dijalankan untuk menguji hipotesis yang dikemukakan dalam kajian. Hasil analisis regresi menunjukkan bahawa: (a) terdapat hubungan yang positif dan signifikan antara petunjuk produk dan niat pembelian, (b) terdapat hubungan yang positif dan signifikan antara petunjuk produk dan sikap terhadap jenama, (c) terdapat hubungan yang positif dan signifikan antara petunjuk produk dan kepercayaan, (d) terdapat hubungan yang positif dan signifikan antara sikap terhadap jenama dan niat pembelian, (e) terdapat hubungan yang positif dan signifikan antara kepercayaan dan niat pembelian, (f) sikap terhadap jenama mengantara hubungan antara petunjuk produk dan niat pembelian, dan (g) kepercayaan mengantara hubungan antara petunjuk produk dan niat pembelian. Implikasi teoretikal dan praktikal kajian serta cadangan untuk kajian masa depan turut dibincangkan.

Kata kunci: Petunjuk intrinsik, petunjuk ekstrinsik, sikap terhadap jenama, kepercayaan dan niat pembelian.

ACKNOWLEDGEMENT



Human efforts are unable to achieve their destination without the blessing of Almighty Allah. Therefore, it was Allah who assist me in accomplishing my doctorate study. I am deeply thankful to Allah SWT for being greatest source of support and strength most specifically during my occasional misgiving. I would like to express my sincere thanks of gratitude to my supervisor, Associate Professor Dr. Noor Azmi Hashim and Associate Professor Dr. Zulkafli Husin who gave me the inspiration to do this thesis, which also helped me overcome my weakness and provided academic guidance, constant encouragement and monitoring during the period of this thesis. I not only enjoyed doing this thesis, but also learned a lot of new things that I am really thankful to him. I would express tremendous gratitude to my beloved family for encouraging me to fulfill my dream. Finally, my special appreciation is to my late parent their unconditional prayers and love. I am grateful beyond words to my beloved wife, Dr. Rosnawati for her love, care and understanding. I am also very thankful to my lovely four daughters Sophea Ameera, Sophea Ezzaty, Sophea Syaqeera and Sophea Qysteena who pray for my success. They keep me going, and it not been possible without them.

Table of Contents

List Of Tables	xiv
List Of Figures	xvii

CHAPTER ONE

INTRODUCTION

1.0	Background Of Study	1
1.1	Problem Statement	10
1.2	Research Objectives	17
1.3	Research Questions	18
1.4	Significance Of The Research	18
1.5	Definitions Of the Key Terms	20
1.6	Outline Of The Research	27
1.7	Summary	27

CHAPTER TWO

LITERATURE REVIEW

2.0	Introduction	29
2.1	Definition And Conceptualization Of Purchase Intention	29
2.2	Unidimensionality Of Purchase Intention	31
2.3	Variables Relating To The Study	32
2.4	Product Cues	33
2.4.1	Intrinsic Cues	34
2.4.1.1	Reliability	35
2.4.1.2	Design	38
2.4.1.3	Quality	39
2.4.2	Extrinsic Cues	41
2.4.2.1	Country Of Origin	43

2.4.2.2	Country Image	46
2.4.2.3	Perceived Risk	48
2.4.2.4	Price	51
2.4.3	Service Cues	52
2.4.3.1	Serviceability	54
2.4.3.2	After Sales Service	54
2.4.3.3	Warranty	56
2.5	Attitude Towards Brand	59
2.5.1	Definitions Of Attitude Towards Brand	62
2.5.2	Antecedents And Consequences Of Attitude Towards Brand	62
2.6	Trust	63
2.6.1	Definitions Of Trust	66
2.6.2	The Concept And Dimensions Of Trust	66
2.6.3	Antecedents And Consequences Of Trust	68
2.7	Gaps In The Literature	68
2.8	Underpinning Theory Of Reasoned Action	74
2.8.1	Theory Of Reasoned Action	76
2.9	Theoretical Framework	80
2.10	Hypotheses	83
2.10.1	Relationship Between Product Cues And Attitude Towards Brand	84
2.10.2	Relationship Between Product Cues And Trust	86
2.10.3	Relationship Between Attitude Towards Brand And Trust	89
2.10.4	Relationship Between Attitude Towards Brand And Purchase Intention	90
2.10.5	Relationship Between Trust And Purchase Intention	90

2.10.6	Relationship Between Product Cues, Attitude Towards Brand And Trust	92
2.10.7	Relationship Between Product Cues, Attitude Towards Brand And Purchase Intention	94
2.10.8	Relationship Between Product Cues, Trust And Purchase Intention	96
2.10.9	Relationship Between Attitude Towards Brand, Trust And Purchase Intention	98
2.11	Summary	99

CHAPTER THREE

METHODOLOGY

3.0	Introduction	101
3.1	Research Design	101
3.2	Research Methodology	102
3.3	Population And Sample	102
3.4	Procedure For Data Collection	104
3.5	Research Instrument	105
3.5.1	Intrinsic Cues	107
3.5.2	Extrinsic Cues	108
3.5.2.1	Country Of Origin	108
3.5.2.2	Country Image	109
3.5.2.3	Warranty	109
3.5.2.4	Price	110
3.5.2.5	Perceived Risks	111
3.5.3	Attitude Towards Brand	112
3.5.4	Trust	112
3.5.5	Purchase Intention	113

3.5.6	Demographic Profile	114
3.6	Statistical Technique	114
3.7	Summary	116

CHAPTER FOUR

DATA ANALYSES AND RESULTS

4.0	Introduction	118
4.1	Response Rate	118
4.2	Respondents Profile	120
4.3	Goodness of Measures	121
4.3.1	Factor Analyses	122
4.3.1.1	Factor Analysis on Product Cues	123
4.3.1.2	Factor Analysis on Attitude towards Brand	124
4.3.1.3	Factor Analysis on Trust	125
4.3.1.4	Factor Analysis on Purchase Intention	126
4.3.2	Reliability Analyses	127
4.3.3	Descriptive Analysis	128
4.3.4	Correlations Analysis	130
4.4	Restatement of Hypotheses	133
4.5	Multiple Regression Analysis	135
4.5.1	The relationship between Product Cues to Purchase Intention	136
4.5.2	The relationship between Product Cues and Attitude towards Brand	138
4.5.3	The relationship between Product Cues and Trust	140
4.5.4	The Relationship between Attitude Towards Brand To Purchase Intention	142
4.5.5	The Relationship between Trust and Purchase Intention	143

4.6	Test of Mediation	145
4.6.1	The Mediating Effect of Attitude Towards Brand On The Relationship Between Product Cues And Purchase Intention	146
4.6.2	The Mediating Effect of Trust On The Relationship Between Product Cues And Purchase Intention	148
4.7	Summary of Findings	150

CHAPTER FIVE

DISCUSSION AND CONCLUSION

5.0	Recapitulation of Study	153
5.0.1	Product Cues	155
5.0.2	Attitude towards Brand	156
5.0.3	Trust	156
5.0.4	Purchase Intention	156
5.1	Discussion	157
5.1.1	Product Cues and Purchase Intentions	158
5.1.2	Product Cues and Attitude towards Brand	160
5.1.3	Product Cues and Trust	162
5.1.4	Attitude towards Brand and Purchase Intention	163
5.1.5	Trust and Purchase Intention	164
5.1.6	The Mediating Role of Attitude towards Brand	165
5.1.7	The Mediating Role of Trust	166
5.2	Contributions of the Study	167
5.2.1	Theoretical Contributions	167
5.2.2	Practical Contributions	169
5.2.3	Policy Implications	171
5.3	Limitations and Suggestions for Future Research	173

5.4 Conclusion	174
REFERENCES	175
QUESTIONNAIRE	234



List of Tables

Table	Table Title	Page
Table 1.0	China's Automobile Market From 2002 To 2009	4
Table 1.1	Total Number Of Automobile Employment From 2000 To 2008 In Malaysia	7
Table 2.0	Reliability Assessment Dimensions	37
Table 2.1	Warranties Coverage Types	57
Table 3.0	Measurement Of The Study	106
Table 3.1	Items Relating To Intrinsic Cues Scale	107
Table 3.2	Items Relating To Country Of Origin Scale	108
Table 3.3	Items Relating To Country Image Scale	109
Table 3.4	Items Relating To Warranty Scale	110
Table 3.5	Items Relating To Price Scale	110
Table 3.6	Items Relating To Perceived Risks Scale	111
Table 3.7	Items Relating To Attitude Towards Brand Scale	112
Table 3.8	Items Relating To Trust	113
Table 3.9	Items Relating To Purchase Intention Scale	113
Table 3.10	Items Relating To Demographics Scale	113
Table 4.0	Participating Universities and the Overall Response Rate	119
Table 4.1	Profile of Respondents	120
Table 4.2	Results of the Factor Analysis on Attitude towards Brand	125
Table 4.3	Results of the Factor Analysis on Attitude towards Brand	126
Table 4.4	Results of the Factor Analysis on Purchase Intention	127
Table 4.5	Reliability Coefficients for the Major Variables	128
Table 4.6	Mean Score and Standard Deviation	129

Table	Table Title	Page
Table 4.7	Intercorrelations of the Major Variables	132
Table 4.8	Restated Hypotheses	134
Table 4.9	Multiple Regression Analysis: Product Cues and Purchase Intention	137
Table 4.10	Summary of the Hypotheses Testing Results from Multiple Regression Analysis	138
Table 4.11	Multiple Regression Analysis: Product Cues and Attitude Towards Brand	139
Table 4.12	Summary of the Hypotheses Testing Results from Multiple Regression Analysis	140
Table 4.13	Multiple Regression Analysis: Product Cues and Trust	141
Table 4.14	Summary of the Hypotheses Testing Results from Multiple Regression Analysis	142
Table 4.15	Multiple Regression Analysis: Attitude Towards Brand and Purchase Intention	143
Table 4.16	Summary of the Hypotheses Testing Results from Multiple Regression Analysis	143
Table 4.17	Multiple Regression Analysis: Trust and Purchase Intention	144
Table 4.18	Summary of the Hypotheses Testing Results from Multiple Regression Analysis	145
Table 4.19	Hierarchical Regression Results Using Attitude Towards Brand As A Mediator In The Relationship Between Product Cues And Purchase Intention	147
Table 4.20	Summary of the Hypotheses Testing Results from Multiple Regression Analysis	147
Table 4.21	Hierarchical Regression Results Using Attitude Towards Brand As A Mediator In The Relationship Between Product Cues And Purchase Intention	149

Table	Table Title	Page
Table 4.22	Summary of the Hypotheses Testing Results from Multiple Regression Analysis	149
Table 4.23	Summary of Restated Hypotheses	151



List of Figures

Figure	Figure Title	Page
Figure 1.0	Malaysia Car Production	8
Figure 2.0	Theory Of Reasoned Action (Adopted From Fishbein & Ajzen, 1975).	79
Figure 2.1	Theoretical Framework	83
Figure 4.0	The Modified Theoretical Framework	133
Figure 4.1	The Relationship Between Product Cues and Purchase Intention	136
Figure 4.2	The Relationship Between Product Cues and Attitude Towards Brand	139
Figure 4.3	The Relationship Between Product Cues and Trust	141
Figure 4.4	The Relationship Between Attitude Towards Brand and Purchase Intention	142
Figure 4.5	The Relationship Between Trust and Purchase Intention	144
Figure 4.6	Mediation Model: Baron & Kenny (1986)	145
Figure 4.7	Attitude Towards Brand Mediating The Relationship Between Product Cues And Purchase Intention	146
Figure 4.8	Attitude Towards Brand Mediating The Relationship Between Product Cues And Purchase Intention	148

CHAPTER ONE

INTRODUCTION

1.0 Background of the study

Malaysia is a rapidly growing to achieve its Vision 2020 (Hin et al., 2014). It has been observed that Malaysian economy is shifting from agriculture to manufacturing (Afroz et al., 2015). In industrializations program of Malaysia, the automobile industry has been found at top (Seng et al., 2015). Moreover, informally the Malaysian domestic automobile industry is protected but due to market liberalization this cushion will be removed and a flood of newer and affordable imported cars will be received by Malaysian market (Yeoh, 2010).



Owing to the competitive market environment for automobile industry there is need to manufacture and assemble customer oriented cars (Capgemini, 2008). To examine the intention of Malaysian consumers towards automobiles country of origin, price, brand and quality were employed but suggested to design a comprehensive model by involving more influencing factors (Langan et al., 2016). Therefore, the researcher of the present study has formulated a model with intrinsic and extrinsic cues along with the service cues to examine the purchase intention of Malaysian consumers towards China automobile. For the selection of automobiles consumers take decisions on the bases of their preferences and personal requirements (Momeni & Nazemi, 2010) and companies are striving to find the factors which affect Malaysian's consumers' decision making towards automobile

(Siringoringo et al., 2013). To enlarge the shopping behavior's, various new dimensions and variables have been added. Owing to globalization the inclination of developing nations towards the acceptance of foreign products with local brands are amplifying (Kumar et al., 2008). Moreover, the inclination of Malaysian consumers towards foreign and local cars is increasing (Lee & Govindan, 2014). The investigation of local and foreign goods purchase intention is confined to some specific countries namely USA, UK and China (Beaudoin et al., 2000; Wang et al., 2004; Lee et al., 2010) and rest of the world yet not explore. The statistical figures of JD Power and association 2009 disclosed that Malaysian consumers' liking towards national made cars are less than imported cars (J. D. Power Associates, 2009; Chougule et al., 2013). Consumers' liking towards branded products is noticeable due to their personal intention (Archana et al., 2008; Kearney, 2006; Kim et al., 2011). This implies that purchasing of goods has become important activities in individual's life and has impacted living standards based on the perception of buyers (Kuo et al., 2009; Martin & Herrero, 2012). Moreover, studies on the purchase intention have emphasized the benefits and advantages of purchasing intention in different domains, such as emerging market, automobiles and social work (Chen, 2007; Kim & Chung, 2011; Kim et al., 2011).

The purchasing intention exhibits the act of behavior of buyers of commodities which is as a result of the information that was earlier gathered on the advertised products (Kwek et al., 2010; Gehrt et al., 2007). Meanwhile, the increasing usage of internet services has impacted the positive notion towards purchasing intention in Malaysia due to the simplicity it brings to the purchasers (Kwek et al., 2010; Kim et al., 2011; Martin & Herrero, 2012).

In other words, presence of internet services has been argued as positive inducement of buyers' purchasing intention and thus increases the revenue deriving by the sellers. Moreover, researchers have stressed that purchasing intention can be viewed as the extract of buyers cognitive behaviour towards intention to buy a specific product (Kewk et al., 2010; Zikmund et al., 2010).

Furthermore, studies of purchasing intention in the areas of automobile tools and industries have shown that Chinese automobile industry has found growing geometrically (Lu, 2008; Lee et al., 2012). This has affected the labor management market positively among Chinese around the globe. On the other hands, the recent economic crisis in the world has negatively affected the growth of automobile industry and their product, specifically in China made products (Li et al., 2009; Lee et al., 2012). This has drastically affected the purchasing rate of people towards the Chinese made automobile tools and devices (Li et al., 2009; Wong et al., 2009).

In addition, the related studies on the Chinese automobile industry has portrayed Chinese automobile tools in an increasing order with the total sales of approximately 13,791,000 units in the year 2009 (Wang & Chen, 2011; Mohammad & Seyed, 2011). In ASEAN Malaysia is the largest automobile market (Mark, 2009). This attribute of Malaysian market has made it very attractive for car exporters (Langan et al., 2016). Meanwhile, China Automobile Technology and Research Centre (CATARC) has revealed the rate of

increasing of Chinese automobile tools and devices shows with increment of 35.97% from 2002 to 2009 as shown in Table 1.0.

Table 1.0
China's automobile market from 2002 to 2009

Item	Vehicle population (x10 ⁵)	Vehicle sales (x10 ⁵)	Authoritative figures of scrapped vehicles (x10 ⁵)
2002	2053.17	322.49	41.45
2003	2382.93	439.70	95.68
2004	2693.71	506.82	54.15
2005	3159.66	577.77	56.20
2006	3697.35	722.14	38.06
2007	4358.36	879.12	35.06
2008	5099.61	938.05	Still unknown
2009	6288.00	1379.10	Still unknown

Source: China Automobile Technology and Research Centre (CATARC) (2009).

This implies that Chinese automobile product or devices possesses improving trend and liable to gain general acceptability in the nearer future. On the other hands, perceptions of buyers of automobile tools and devices have been described necessary towards determining the future patronage which would have direct effect on the production rate of the products (Zhao et al., 2010; Hua, 2008). This would portray the purchasing behavior or intention of buyers of automobile product on the remanufacture of the Chinese automobile tools and products.

Also, the automobile market has been emphasized as a business entity that has developmental potential and assists the revenue of government of Malaysia due to the

introduction of ASEAN Free Trade Area. The assistance has been given to the automobile market in the context of Malaysia through the cutting of import duty to 5% towards empowering the participants in the automobile industry. On the other hands, global automobile industries such as, Ford, BMW and Daimler have launched the establishment of their manufacturing plant in Thailand, due to the reduction of import duty on the automobile tools and parts that was introduced by Malaysian government. This has been viewed as one of the drivers to strengthening the automobile industries and increases the revenue of Malaysian government. Therefore, there is need to explore the required factors that would add values towards encouraging of patronage of automobile users in Malaysia.

Chinese automobile market has been seen as the market that would affect the entire globe in meeting the needs of car users, suppliers of car spare parts and the automobile business owners (Seitz, 2007; Orsato & Wells, 2007). Studies have revealed that the present status of automobile industries in china and their outlets around the globe would bring the vehicles in China to 95,380,000, while the volume of scrapped vehicle would reach 6,440,000 by the end of year 2015 (Wang & Chen, 2011; Orsato & Wells, 2007). This has been traced to the support given to the automobile industries by the government of China and enhancing the environmental benefits.

Seitz (2007) stressed that many industries in China have started manufacturing of automobile tools and cars long before the government intention shifted into their domain.

But, the economic interest remains focused into the automobile domain towards champion the automobile giant in Asian and the rest of the world. This leads to the promulgation of laws towards encouraging the manufacturing and remanufacturing of automobile parts. Researchers have argued that automobile parts productions should be looked towards the perception of readiness of peoples' patronage in order to control the production rate (Chen, 2009; Nahman, 2010; Khetriwal et al., 2009). This reveals that more research on the purchasing intention and behaviour of buyers of automobile product and spare parts need to be conducted.

In the context of Malaysia, the automobile industry has helped the government in reducing unemployment issue by giving up to 50,000 jobs to people in the year 2008, as revealed in Table 1.1

Table 1.1
Total Number of Automobile Employment from 2000 to 2008 in Malaysia

Industries	2000	2002	2004	2006	2008
Manufacturer of motor vehicles	14,568	16,988	19,055	21,880	24,310
Manufacturer of parts & accessories for motor vehicles & engines	18,380	23,499	24,188	25,644	24,249
Transport equipment N.E.C.	5,322	5,299	6,021	6,555	6,614
Total	38,270	45,786	49,264	54,079	55,173

Source: Automobile Association of Malaysia, 2009

Internationally the Chinese automotive industry highlights the emergence of economic processes. The transformational trends have been observed where indigenous resources are being replaced by international joint ventures and the global investors are taking place of local players. The changing trends are in reality the evolution in the car industry and serves as an analyzer of the relationships between industrial policies. China automobile companies are adopting various strategies for internationalization such as selling abroad and producing abroad. Moreover, they are globalizing their production by rethinking their supply chain.

In ASEAN Malaysia is having the highest car density. Although the car density is highest but still struggling to meet the level of Eastern Europe's EU member states' car density which is different from the levels in Western industrialized nations.

Furthermore, the rapid economic growth and increasing purchasing power of population have made Malaysia the largest passenger car market in ASEAN. In addition to the establishment of national car projects such as, PROTON and PERODUA, have transformed Malaysia from a mere motor car assembler into a car manufacturer. The industry has improved the progress of engineering, auxiliary and supporting industries. Moreover, industry contributed to the development of skills and upgrading of technological and engineering capabilities.

Moreover, for the investigation of consumers' concern pertaining to the ownership of various brands of cars several researchers has employed various factors. Ziemke et al., (2009) have examined that household demographics encourage consumers to purchase specific vehicles based on built environment attributes, household head characteristics, and vehicle attributes. Potoglou and Kanaroglou (2008) have indicated that family structure, socio-economic characteristics and accessibility are factors viewed as important by a household. Furthermore, studies have reported the vehicle attributes such as fuel type, body type, maintenance cost, engine displacement, fuel efficiency and fuel price are also important factors before purchasing an automobile(Von Ahn et al., 2008). Four factors were identified to analyze the value of automobile which play vital role in making decisions such as reliability, safety, price, and fuel economy (Capgemini, 2009a). Aforementioned studies have witnessed that fuel economy and price considered to be the most significant factors (Deloitte, 2008). Researcher of the present study have employed variables such as reliability, design, quality, country of origin, country image, perceived risk, price, service ability, after sales service and warranty. These ten variables were categorized by three headings like intrinsic cues, extrinsic cues and service cues. Intrinsic cues are the product inherent attributes which can be objectively evaluated before and after consumption. Extrinsic cues include price, branding, and information provided at the point of sale and on packaging which seek to influence and to reinforce consumer choice (Veale and Quester, 2009). The relative importance of internal versus external cues varies across product categories (Liefeld et al., 1996; Zeithaml, 1988), and at different stages of the purchase process (Bredahl, 2004; Liefeld et al., 1996). Therefore, for automobiles reliability, engine

safety, durability and color are the intrinsic cues whereas price, country of origin and brand image are the attributes of extrinsic cues (Qasem et al., 2016).

To investigate the behavioral intention of consumers towards any object the most preferred theories are theory of reason action (Fishbein, 1967; Fishbein and Ajzen, 1975) and it is extended to theory of planned behavior (Ajzen, 1991). Attitude and subjective norm are the common antecedents of behavioral intention for both theories. Whereas, for theory of planned behavior control belief was added this is commonly known as perceived behavioral control. The concept of attitude towards behavior refers to individual's favorable or unfavorable evaluation to perform any behavior (Yeon & Chung, 2011). Moreover, individuals' behaviors most often influence by some influential people and they perform according to their motivation. Such type of normative believes know as subjective norms in theory of reason action (Al-Swidi et al., 2014). The assistance of theory of reason action was rendered for the support of current study model.

1.1 Problem statement

Expensive products such as car purchase decision influenced by several factors (Rijnsoever et al., 2012) and consumers search information to reduce risk which are associated with these high cost products (Nakayama-Ratchford et al., 2003; Van Rijnsoever et al., 2009). The statistical figure disclosed the fact that Malaysia is the biggest automobile manufacturer having more than half of million sales of automobile annually (Lim et al.,

2010). Owing to the increased per capita income of Malaysian the demand for passenger and freight transport is increasing (Afroz et al., 2015). The purchase intention is the favorable opinion of an individual towards any specific object. Various products have different purchase intentions and behaviors. Automobile purchase does not come under the regular usage products therefore specific factors effect these expensive products (Wong & Mo, 2013; Portolese Dias, 2004).

Aforementioned studies have disclosed that sometime consumer prefers to purchase locally made products (Hin et al., 2013) whereas some studies findings contradict and exposed that due to globalization internationally made products are preferable by consumers (Chougule et al., 2011). The country of origin influenced consumer purchase decisions differently such as perceived risk, perceived social status and product choice (Wong et al., 2009). Studies witnessed that country of origin plays pivotal role in selection of products (Jung & Yoon, 2012) especially expensive products like cars. Most studies from literatures do posit that different attributes or factors do influence buyers' intention to purchase certain products or patronize certain services. For example, factors such as product quality, design, reliability were found to be paramount factors (intrinsic cues) that influence buyers' intention and behavior (Walz & Celuch, 2010; Zeithaml, 1988), while the study of Kardes et al., 2004; Idoko et al., 2013) posited that customers' values products extrinsic cues over intrinsic cues. The design of car is very decisive which keep car industry from maturity and provide competitive edge in the market (Karjalainen & Snelders, 2010). It was also examined that design of the cars can uplift the status of low end cars to high end cars but

scarce literature available (Lee & Lee, 2015). The product appearance similarities play a crucial role in increasing ergonomic, functional or symbolic value expectations of products (Costantino et al., 2012). Therefore, current study has involved the design of automobile to examine its effect on consumer purchase intention.

Product quality is a multidimensional structured having four basic facets such as transcendent, product based, user based, manufacturing based and value based (Garvin, 1984). *“A belief about the degree of excellence of a good or service that is derived by examining consciously and/or unconsciously, relevant cues that are appropriate and available, and made within the context of prior experience, relative alternatives, evaluative criteria and/or expectations”* (Castleberry and McIntyre, 2011). The nature of quality in automotive industry is dualistic such as value based and technical quality (Ersal et al., 2011). The concept of cosmetic quality also linked with automotive industry (Juster et al., 2001) where the appearance of the cars considered being the part of their quality. Although various authors have investigated the concept of quality with automobiles but yet there is a need to examine this notion (Stylidis et al., 2015) because the quality perception varies from customer to customer.

Various organizations use design for the identification of their products (Person et al., 2008). For car manufacturers car design has a strategic position and use to familiarize their customers from the products (Karjalainen, 2004). Car manufacturers use two types of

design strategies such as single driven and market driven (Karjalainen & Snelders, 2010). To satisfy multiple market segments, market driven strategy is supportive whereas to target a group of customers with similar car design single driven strategy is helpful. Although various authors have academically examined the effect of car design on consumer purchase behavior but inconsistent results direct future scholars for further investigation of car design decisiveness (Cluzel et al., 2012). Hyun et al., (2015) have implies to conduct a comprehensive research for the effect of design on consumer purchasing. Furthermore, the availability of national and imported cars is also increasing the competition in some part of the world like in Malaysia. Malaysian consumers are more inclined towards foreign cars as compare to national car brands (Hazwani & Zolkify, 2013). For Malaysian, aesthetic exterior is having high value (Augustin, 2013) moreover some of them influenced by interior aesthetic. Therefore, scholar of the intended study has employed the design variable for detailed analysis of its effect on consumer car purchase behavior.

However, there are several factors which effect on consumer purchase decision towards any product and one of them is price of the product. For expensive products like cars price is very decisive in supporting consumer for favorable or unfavorable decision process. The statistics of automotive institute 2011 Malaysian consumers are price sensitive while purchasing new cars (Nawi et al., 2013). Studies indicated that interest rates play pivotal role on automotive market (Babatsou & Zervas, 2011). Whereas on contrary to that some of the finding exposed the fact that consumer purchase decision for automobile influence by price of the car rather fluctuation of the interest rates (Badkar, 2016). The price of the

automobile constitutes the ability and affordability of consumers (Ray & Ray, 2011). It has also been under consideration by scholars that right price of the automotive decided by customers rather manufacturer (Johnson et al., 2008) because payment ability increase or decrease the sale of automobile. Although studies have advocated the significance of the car prices (Mohamed et a., 2015) but some of the authors have pointed out that features, design, performance and specification of the cars develop willingness among customer even if the price is not competitive (Cantner et a., 2012). These uncertain results have provoked researcher of the present study to examine the price effect on automobile purchase decision.

The concept of after sales service has changed since last two decades (Wagner & Lindemann, 2008) and taken as competitive edge and business opportunity. Various authors have described the definition of after sales services such as according to Rigopoulou, et al., (2008) *“As a term, after-sales services has been used the most, to describe services that are provided to the customer after the products have been delivered.”* Whereas for Cavalieri, et al., (2007) *“after-sales service, traditionally confined temporally as taking up those activities occurring after the purchase of the product and devoted to supporting the customer in the usage and disposal of the goods.”* For automobiles after sales service build a sustainable relationship with customers and significantly contribute in customer satisfaction (Kurata & Nam, 2010). Despite of the significant of after sales service which has strategic position to retain existing customers (Weissenberger- Eibl and Koch, 2007) limited research has been found to examine the effect of after sales service on

automobile purchase decisions (Andreassen & Olsen, 2008; Egonsson, Bayarsaikhan, & Ting, 2013). Therefore, there is dire need to investigate after sales service effect on automobile purchase intention.

The competitive market environment encourages manufacturers to offer incentive to retain and satisfy their customers (Su & Wang, 2015). Offering various common incentives to customer warranty policy is one of them (Manna et al., 2007). The warranty policies are broadly divided into two dimensions; one-dimensional and two-dimensional (Blischke & Murthy, 1992). These dimensions are defined with age and usage of product. In one-dimension either age or usage of product covers whereas in two-dimensions provide both to customers. Automobile manufacturers offered two dimensional warranties for the customer satisfaction and retention (Liu et al., 2013).

Despite the benefits of automobile industries in Malaysia, specifically the Chinese made automobile spare parts; there has been less patronage on their products (Wad, 2009; Wad & Govindaraju, 2011). Studies have revealed that for the patronage of goods and products to be increased to the ultimate level, there is need to explore the purchasing intention of individual in the communities (Wad and Govindaraju, 2011; Norani et al., 2010).

As such, since the context and jurisdiction of this current study differs from those of previous studies, it is ideal to make proper investigation as per to determine the factors that

may influence potential customers to patronize Chinese automobiles in Malaysian market which contribute to the trust and attitudes towards purchase intentions on China automobile in Malaysian market.

Based on past literatures, we identify variables which contributed to product cues which influenced the purchase intentions. There are three main components which contributed to the product cues. The intrinsic cues consist of the characteristic of the vehicle such as reliability, quality and design. Meanwhile, the extrinsic cues consist of external factors that influence the purchase intentions towards China automobile such as the reputation of country of origin, country image, perceived risk and the price of China automobile. The third cue under product cues is the service cues which emphasize on the service factors such as serviceability, after sales service and warranty of the product. Therefore, there will be limited biasness in drawing conclusions on which factors does influence buyers' intention to purchase Chinese automobiles.

Previous studies reveal that there are inconsistencies in the findings of some attributes such as consumers' attitudes and trust issues especially in manufacturing industry (Corritore, Kracher and Wiedenbeck 2003). However, in service industry, trust issues was said to be one of the principal component considered by consumers to patronize service provider firm. Relating this concept to the context of this investigation, Chinese automobile company does manufacture (i.e. produce automobiles) and at the same time they does

render services to their customers (in terms of after sales servicing, warranty and guarantee). Thus, deducing supports for claims that attributes such as attitude or consumers' trust influence either in support or against without proper and accurate quantitative investigation is deemed biased. Therefore, to avoid such novice biasness, there is urgent need to investigate the role of attitude and trust as mediating factors in influencing potential customers' buying intention.

Studying the purchase intention of Chinese automobile products has not been given much attention in Malaysia (Norani et al., 2010; Khatriwal et al., 2009). Therefore, further exploration of purchasing intention of Chinese automobile product in Malaysia would assist in revealing and understanding the factors that influence purchase intention. Hence, this study intends to investigate the purchasing intention of Chinese made automobile among Malaysian.

1.2 Objectives of the Study

The study aimed at examining the predictors of consumers purchase intentions. Specifically, the study intends to investigate whether consumer's perception of product cues (intrinsic cues, extrinsic cues, and service cues) will influence their attitude towards brand, trust and purchase intentions. Thus, the objectives of this study are:

- i. To examine whether product cues (intrinsic cues, extrinsic cues, and service cues) will have any influence on their attitude towards brand. .

- ii. To examine whether product cues (intrinsic cues, extrinsic cues, and service cues) will have any influence on trust.
- iii. To investigate whether attitude towards brand influence consumers purchase intention.
- iv. To investigate whether trust influence consumers purchase intention.
- v. To examine attitude towards brand mediates the relationship between product cues (intrinsic cues, extrinsic cues, and service cues) and purchase intention.
- vi. To examine trust mediates the relationship between product cues (intrinsic cues, extrinsic cues, and service cues) and purchase intention.

1.3 Research Questions

This study attempted to answer the following research questions:

- i. Does product cues (intrinsic cues, extrinsic cues, and service cues) will have any influence on their attitude towards brand?.
- ii. Does product cues (intrinsic cues, extrinsic cues, and service cues) will have any influence on trust?
- iii. Does attitude towards brand influence consumers purchase intention?
- iv. Does Trust influence consumers purchase intention?
- v. Does attitude towards brand mediates between product cues (intrinsic cues, extrinsic cues, and service cues) and purchase intention?
- vi. Does trust mediates the relationship between product cues (intrinsic cues, extrinsic cues, and service cues) and purchase intention?

1.4 Significant of the Research

The use of purchasing intention in the automobile research has been used towards easing determining patronage trend of the produced product (Jarmo & Jonna, 2010; Arunachalam, 2014). The studies of Ofori-Dwumfuo and Paatey (2011); Jeremy et al. (2012) stressed that the exploration of patronage attitude towards automobile goods would amount to the success of the automobile industries. Thus, the benefits of this study on the purchasing intention of Chinese automobile products would assist in the context of both practitioners and academicians.

The practical contribution of this research will be towards the motivation of high level of patronage of users of Chinese automobile product among Malaysians. The general acceptance of purchasing intention of Chinese automobile products in Malaysia would affect the direct patronage and productions of automobile products by the industries. Moreover, the major contribution of this research to the academic is that it would integrate previous literatures in the domain of purchasing and behavioral intentions towards Chinese automobile patronage among Malaysians.

Furthermore, the designing of instrument for gathering data from 400 automobile vehicle users in Malaysia would serve as contribution to the academic. The study of Hair et al. (2012) stressed that there should be development of new instrument in a situation where the research and model is advancing. Thus, the instrument for gathering data from

respondents in this research would assist the future research in the domain of logistics and transportation.

The outcome of the current study will be beneficial for policy makers and practitioners in developing effective industry practices aimed at attractive employees' positive attitudes toward their organization which lead to lower turnover intentions. Furthermore, the framework of current study will also be supportive for hotel industry (Iverson, 1999; LaLopa, 1997; Pizam & Thornburg, 2000; Woods, 1997).

In addition, there is scant empirical research available on employee turnover in the Malaysian Mobile Industry. Likewise, the present research findings will create interest and provides a path for the development of further research.

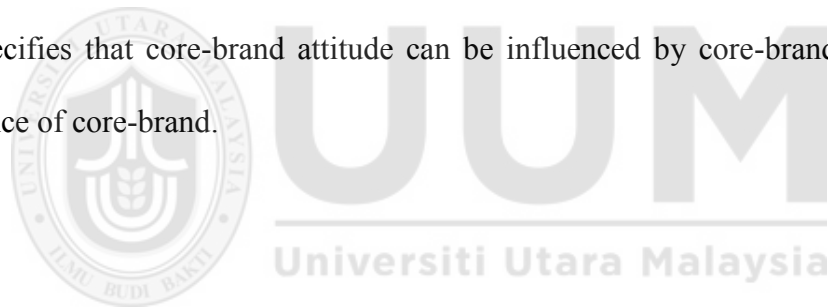
1.5 Definition of the key terms

Definitions and descriptions of key terms used in the study are presented below:

Purchase intention: "Value perceptions may be formed independently of participation in a transaction, whereas purchase intentions are formed under the assumption of a pending transaction and, consequently, often are considered an important indicator of actual

purchase”. Therefore, perceived value and purchase intention are measures of separate constructs, although they are expected to be positively related in most instances.

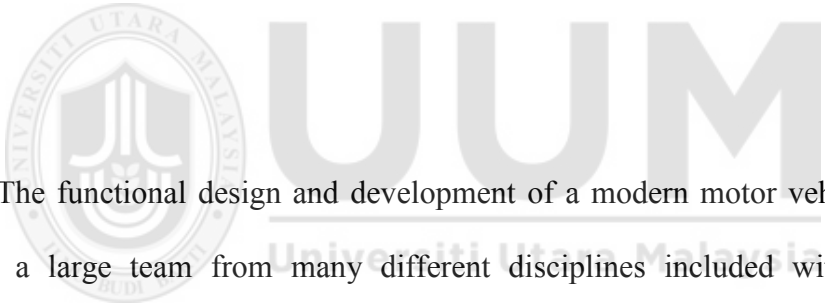
Attitude towards brand: Wilkie (1986) and Keller (1993) indicated that a consumer’s attitude towards a core-brand referred to the consumer’s overall evaluation of that core-brand, and forms the basis for consumer behavior towards that brand. Numerous studies indicating that the growth of brand image and its experience is key determinant of attitude towards core-brand attitude (Carpenter and Nakamoto, 1989; Kardes and Kalynaram, 1992; Alpert and Kamins, 1995; Martinez and Chernatony, 2004; Ghen and Liu, 2004). This specifies that core-brand attitude can be influenced by core-brand image and use experience of core-brand.



Trust: Trust established between firms, and between firms and consumers, is one of the fundamental resources that firms can make use of in order to control complexity²²⁹. The continuous growth of trust makes it possible, according to several authors, to pursue the objective of the firm’s value generation and diffusion (Guatri 1991; Vicari 1991; Guatri and Massari 1992; Busacca 1994; Costabile 1996b and 1998; Vicari, Busacca and Bertoli 1999).

Intrinsic cues: Characteristics that are part of the physical product, which cannot be changed without also changing the physical product itself (Olson, 1977; Olson & Jacoby, 1972). Intrinsic quality cues are related to technical specifications, which also involve physiological characteristics.

Reliability : Reliability is chiefly concerned with generating consistent results, this can be done for instance by having two researchers question the same number of people from a sample and if the responses are similar it is likely the results are good and can therefore represent a wider population.



Design: The functional design and development of a modern motor vehicle is typically done by a large team from many different disciplines included within automotive engineering. Automotive design in this context is primarily concerned with developing the visual appearance or aesthetics of the vehicle, though it is also involved in the creation of the product concept. Automotive design is practiced by designers who usually have an art background and a degree in industrial design or transportation design.

Quality: Monroe (1990) regarded perceived value as antecedent to a person's willingness-to-buy and as an outcome of perceived product quality and perceived sacrifice. He also viewed both product quality and sacrifice as influenced by perceived price. Thus perceived

price has a dual effect. Price is, first, a financial sacrifice and contributes negatively to value. However, perceived price also influences perceptions of quality and has a positive influence on value, while this latter relationship has been widely discussed in the literature, the relationship may not be generalized across all product types (Zeithaml, 1988). Rao and Monroe's (1989) meta-analysis concluded that the phenomenon had only been supported for moderately priced, frequently purchased goods as opposed to higher priced, infrequently purchased goods.

Extrinsic cues: Characteristics that are related to the product, but are not physically part of it (Olson, 1977) such as price, brand name, place of origin, type of outlet, presentation, influence of store personnel, promotion, packaging, advertising, are determined by marketing efforts (Steenkamp, 1989).

Country of Origin: (Yunus & Rashid, 2016) defined country of origin as any influence that the country of manufacturer has on a consumer's positive or negative perception of a product (Cateora & Graham, 1999). In detail, Anwar, Yasin, Iqbal and Sajid (2013) stated that COO is being viewed like different brands belongs to the different countries. Those owning countries are called country-of-origin. Example given by Anwar et.al, (2013) is Dell. Dell is an American brand, thus America is country-of-origin for Dell. Same goes to Lenovo and Huawei which known as the Chinese brands. Due to that reason, China is the products' country-of-origin. Based on literature investigation, researchers also found out

that country-of-origin image play a significant role in consumer's perceptions towards products and brands from any given country (Hanzaee & Khosrozadeh, 2011). Past study shows that people care about which country the product came from and where they were made (Parkvithee & Miranda 2012).

Country Image: According to Martin and Eroglu (1993), country image is referred to the total of all descriptive, inferential and informational belief about a particular country. The previous study of the country-of- origin effect has shown how country image has a direct effect on purchase intention (Rezvani et. al, 2012). Other than that, Pappu, Quester and Cooksey (2006) perceived country-of-origin has also reflects a different and varies level of perceived product quality.

Perceived Risk: Perceived risk is a concept used by consumer behavior researchers to explain consumer perceptions of the uncertainty and adverse consequences of buying a product or service (Stone and Grønhung, 1993). Generally, consumers tend to be risk averse towards purchase decisions (Batra and Sinha, 2000), and therefore it is reasonable to argue that store brand proneness is negatively associated with the level of perceived risk (Richardson et al., 1996).

Price: A value that will purchase a finite quantity, weight, or other measure of a good or service. As the consideration given in exchange for transfer of ownership, price forms the essential basis of commercial transactions. It may be fixed by a contract, left to be determined by an agreed upon formula at a future date, or discovered or negotiated during the course of dealings between the parties involved. In commerce, price is determined by what (1) a buyer is willing to pay, (2) a seller is willing to accept, and (3) the competition is allowing to be charged.

Service cues : According to (Crane T K., 1985), A cue is defined as a characteristic, event, quality, or object that is external to the consumer that is encoded and used to categorize a stimulus object. Cues may be controlled and manipulated by marketers in order to provide the consumer with the appropriate perception of their evaluative criteria. Services marketers are interested in knowing what cues consumers use in evaluating services. Researchers have studied this question for products considered as goods yet did not include products classified as services.

Serviceability: According to (Bruno et al., 2006) Success of new car models generally comes from customer's judgement. Products must have satisfying performances and reliability and must need very short maintenance time, in order to make the operational costs competitive. In order to reach this target it is necessary that, starting from the first phases of a car design, engineers must respect some requirements known as "serviceability

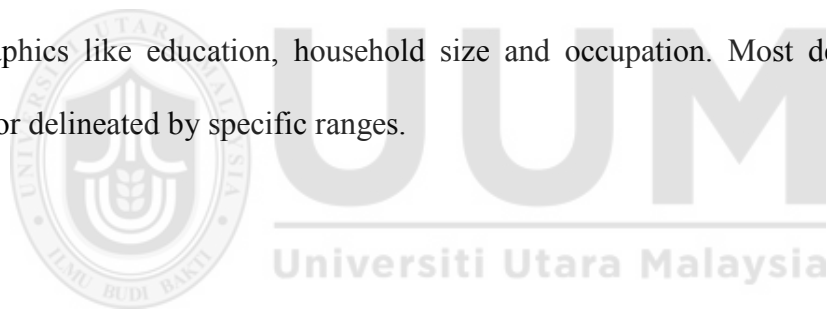
criteria”. These recommendations, coming from operating experience, emphasize to the designer the vehicle parts that require particular attention in order to guarantee the previous characteristics.

After Sales Service: After sales service refers to various processes which make sure customers are satisfied with the products and services of the organization. The needs and demands of the customers must be fulfilled for them to spread a positive word of mouth. In the current scenario, positive word of mouth plays an important role in promoting brands and products. After sales service makes sure products and services meet or surpass the expectations of the customers. After sales service includes various activities to find out whether the customer is happy with the products or not. After sales service is a crucial aspect of sales management and must not be ignored.

Warranty: The two basic types of sales warranties are express warranties and implied warranties. Express warranties are specific promises made by the seller and include oral representations, written representations, and descriptions of the goods or services, representations in samples and models, and proof of prior quality of the goods or services. Implied warranties are warranties that courts assume are implied in sales made by merchants. All sales contracts made by merchants contain an implied warranty of merchantability. This is a promise that the goods, as they are described in the contract, pass without objection in the merchant's trade, are fit for the ordinary purpose for which they

are normally used, are adequately contained, packaged, and labeled, and conform to any promises or affirmations of fact made on the container or label.

Demographic information: Demographics are statistics that companies keep on business clients and consumers. These marketing statistics may include the sizes of businesses so companies can better differentiate between small, mid-sized or large companies. But they are more commonly used to identify differences in personal attributes among consumers. There are many different types of demographics companies use for various purposes. Common demographics include age, gender, race and ethnic origin. Companies also track demographics like education, household size and occupation. Most demographics are defined or delineated by specific ranges.



1.6 Outline of the research

Chapter One of the dissertation gives the introductory ideas of what the study is all about. It contains the study background, statement of the problem, research questions and objective of the research. The chapter also describes the scope of the research, significance of the research and the outline of the thesis. Chapter Two will represent review of previous and related literatures. Chapter Three covers the methodology used in the study. It includes a description of the research approach, the population and sampling design, the measures, the data collection procedure, and the statistical methods used to analyze the data.

1.7 Summary

This chapter has presented the background of the study which gives highlight on the purchasing intention on Chinese automobile status and its impact in Malaysia. Moreover, the problem statement as the justification for this study was clearly discussed. Thus, the research questions together with objectives of the research were stated. Besides, the significance of the research to both practitioners and academics were described in concise, while the scope of the research to delimit the study was explained.



CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

The main objective of this study is to investigate the relationships between product cues, attitude towards brand, trust and purchase intention. This chapter reviews related scholarly literatures in view of developing the study's conceptual model. Specifically, literatures on past empirical studies on purchase intentions, attitude towards brand, trust and products cues are reviewed. Also, the theoretical underpinnings which form the basis of this study are presented, and the theoretical framework is provided. Finally, the hypotheses to be tested by this study are presented.

2.1 Definition and Conceptualization of Purchase Intentions

According to Ajzen and Fishbein (1980), purchase intention is individual readiness and willingness to purchase a particular product brand or service. Warshaw and Davis' (1985) explains that purchase intention is literally defined as the degree of human consciousness in planning to perform (or not) a purchasing act, in the future. Both definitions clearly differentiate purchase intention from purchase behavior. While purchase intention mainly covers the psychological readiness of the consumer to purchase a brand, or not to, purchase behavior covers all other processes like method of payment, package, location of purchase, and all that result in the actual purchase (Kotler and Armstrong, 2018). In the same vein,

Esmail Al-Ekam (2013) stated that purchase behavior comprehensively deals with all the different stages of the consumer actual purchasing. He listed recognition of a brand, information search about a brand, consideration of all the alternative options to a brand in the market, decision to purchase a brand, and the evaluation of the decision after the actual purchase is made.

In measuring purchase intention, Chandon et al. (2005) and Cui et al. (2004) posited that its measures are not perfect for predicting behaviors because of the possible contextual factors. David, Suniti and Amalendu (2012) conceptualized purchase intention as the customers' or product consumers' belief about their intention to purchase, which is largely assessed as a measure of their purchasing behavior. Notably, purchase intention said to be brand specific. This implies that consumers' purchasing behavior is often, if not mostly, influenced by the product quality perception. And this is influenced by the brand and/or manufacturer's country of origin. On another end, purchase intention can be measured using derivatives of product-related, store-based and product economy variables (Rajagopal, 2010). The product-related variable conceptualizes the consumer's perception about quality of the particular product, the store-based variable deals with the brand of the selling store, while the product economy weighs the economic value of the product in comparison with its merriment and value arousal. Notably, each of the added variables is sufficient in conceptualizing purchase intention. The combination, as explained by Rajagopal (2010), is to attend to the peculiarity of their study. Therefore, the unidimensionality of the purchase intention is not contended.

In totality, the antecedents factors of purchase intention, though with varying strength of significance, are product quality, brand, country of origin, in case of foreign products, product economy, and the seller's integrity of the store-based products (Rajagopal, 2010; Chandon et al., 2005; Cui et al., 2004; David, Suniti & Amalendu, 2012). From the empirical findings, ethnocentrism, product quality, brand, foreign product knowledge, and country of origin were found to be significantly correlated with purchase intention (David, Suniti & Amalendu, 2012; Rajagopal, 2010). Also, cultural and personality factors like product economy, and the seller's integrity of the store-based products also induce purchase intention of consumers of local brand (Rajagopal, 2010). Therefore, having identified the explicit definitions of purchase intentions (Ajzen & Fishbein, 1980; Warshaw & Davis, 1985), the conceptualization (David, Suniti & Amalendu, 2012), and the list of its antecedents (David, Suniti & Amalendu, 2012; Rajagopal, 2010), the usage of the construct is appropriate for this study.

2.2 Unidimensionality of Purchase Intention

Ajzen and Fishbein's (1980) theory of reasoned action (TRA), intention to do or not to, after a considerable reasoning process is considered as a unidimensional construct. As reported by Esmail Al-Ekam (2013), purchase intention is considered as a mediator to purchase behavior, but the antecedents only result in a singular criterion of the intention which is whether the consumer will buy, or not. David, Suniti and Amalendu (2012) pointed out that unless in special instances like consumers' purchase intention of local

brand where the seller's integrity also determines the consumer's trust, purchase intention is unidimensional.

Studies on purchase intention discovered that the antecedents of purchase intention are all significantly correlated to the dependent variable with positive relationship (Rajagopal, 2010; Chandon et al., 2005; Cui et al., 2004; David, Suniti&Amalendu, 2012). Specific mention is also given to the possibility of purchase intention being an antecedent to purchase behavior (Esmail Al-Ekam, 2013), and this does not affect the uni-dimensionality of the purchase intention constructs. In conclusion, using purchase intention in measuring consumers' readiness to make a purchase has been well established in literatures, using it as conceptualized in this study is therefore justifiable.

2.3 Variables Relating to the Study

At an overview, variables related to this study's dependent variables are product quality, purchasing behavior (David, Suniti&Amalendu, 2012), product economy and the seller's integrity (Rajagopal, 2010), product quality, brand (Parkvithee& Miranda, 2011), country of origin (Chandon et al., 2005; Kumar, Kim & Pelton, 2009; Wasana, 2013), and product cues (Richarsson et al., 1994). Others variables which have also been used in predicting purchase intention from previous studies are ethnocentrism (Zafar, Rosdin, Nor & Murali, 2013; Sina & Reza, 2013), brand equity (Patterson & O'Malley, 2006; Khamisi, 2012),

brand image (Sina & Reza, 2013), brand knowledge (Patterson & O'Malley, 2006), convenience (Sleyman, 2014) and trust (Walz & Celuch, 2010).\

For proper understanding of factors affecting purchase intention of Chinese automobile products' among Malaysians, appropriate review of related previous literatures is required. This is done as literature suggests and to address the scope of this study. This discussion will guide in identifying the relationship between the antecedents of purchase intention and the dependent variable. The antecedents are products cues, attitude towards brand and trust.

2.4 Products Cues

As earlier mentioned, products cues are the generality of the product features which are either internally or externally-driven. The primary essence of product cues is to communicate product quality to the potential consumers in a manner that will positively affect their purchase intention (Richarsson et al., 1994). The challenge of manufacturers is therefore to ensure that product packaging, in terms of quality design, reliability, and other external features like country of origin image, price, among others, are positioned to guide consumers' judgement (Walz & Celuch, 2010).

According to products cues theory which are broadly categorized as extrinsic and intrinsic cues (Olson & Jacoby, 1972). The combination of these cues is what appeal to consumer

when evaluating product quality and making purchase decision (Osmud, 2011). Extrinsic product cues are the features that do not primarily form part of the product but are related with it. Examples of these are price, packaging to depict quality, emotional appeal and value signal to fully inform the consumer about the product brand (Kardes et al., 2004). Intrinsic cues affect the quality of the product in its essence, like design, reliability, and wear and tear tolerance, among others (Idoko et al., 2013).

According to a classic study of product cue by Zeithaml (1988), extrinsic product cues influence consumers' purchase decision than intrinsic cues in first-time purchase since the intrinsic cues are yet to be experienced or evaluated by the consumers, and they take time to manifest. On the other hand, Srinivasan and Jain (2004) maintained that intrinsic cues influence the consumer evaluation more. In pre-purchase situation intrinsic cues are more decisive than extrinsic cues. The intrinsic cues serves as search attributes and intrinsic cues have higher predictive values.

However, recent studies on product cues have duly extended its components beyond extrinsic and intrinsic cues, especially when being considered as antecedents of purchase intention (Sach & McArthur, 2010; Veale, Quester, & Karunaratna, 2006). Technical advancement of the country of origin, or the product's company, and other technical-related constructs has been examined as factors that influence consumers' purchase intention (Sach & McArthur, 2010). Also from the perspective of customer relations

practices, services which are rendered as add on values to products purchased have also being conceptualised as cues which are capable of influencing purchase intention (Egonsson, Bayarsaikha, & Ly, 2013). This study therefore considers technical cues as part of intrinsic cues and worthy of empirical investigation. Also, because automobile products are often followed with after-purchases services like product fixing and maintenance known as servicing, service cues have become part of product cues that should be investigated. Therefore, technical cues, service cues and extrinsic cues are the components of automobile product cues investigated by this study.

2.4.1 Intrinsic Cues

2.4.1.1 Reliability

The rapid growth of automobile industry is not only been observed in Europe and America but also in rest of the world (Mckinsey & Company, 2013). Studies have indicated that automobile industry is the most innovative industry of 20th century (Womack, Jones and Roos, 1990). There were several factors involved in innovation but the highlighted portion is product innovation which increases the reliability of automobile (Salas-Fumás & Sáenz-Royo, 2014). Another measure of technical cue, as investigated by this study, is reliability. Numerous scholars have examined the reliability of automobile with various dimensions some of them have indicated that customer recall for same auto brand in future increased automobile reliability (Kalaighnam, Kushwaha & Eilert, 2013). Reliability is the extent at which the product has proved its performance and the degree at which its functionality

can be predicted or to be less-monitored for optimal functionality (Masaloni & Parasuraman, 1999). Some scholars have floated the notion regarding the performance based contract (PBC) for complex products like automobile (Guajardo et al., 2012). The perception of this contract was to provide registered version of after sales service to specific dealers to increase the performance of complex products among consumers at low cost (Kim et al., 2011; Hypko et al. 2010; Randall et al. 2010). Furthermore, according to the definition of product reliability “*Reliability of a product conveys the concept of dependability, successful operation or performance and the absence of failures*” (Murthy, 2007).

Moreover, to analyze some features of automobile is easy while purchasing such as style and speciousness. In contrary to that reliability of the automobile is difficult because it is most complex nature which can only be assessed with gradual experience and vast exposure (Naranjo, 2016). The reliability of the products formulated with various concepts table 2.1 is describing some common reliability dimensions.

Table 2.0
Reliability assessment dimensions

Dimension	Description
Design Reliability	Component level reliability specification
Product item reliability	The overall mechanical aspect of product reliability. It is sometime called inherent reliability
Performance Reliability	The operational trust worthiness and dependability on product. It is sometime denoted with field reliability

Source: *Author own generated*

Likewise by keeping the basic concept of reliability The Consumer Report (2017) published an article which is the outcome of a vast survey. The primary objective of the article was to evaluate that impact of product reliability on consumer purchase intention. In the category of intrinsic and extrinsic cues product reliability is considered to be intrinsic cues which are evaluated with post purchase. The reliability of the automobile has taken very decisive position in the market moreover considered to be the performance indicator which describes the quality of automobile (Popovic et al., 2011). The purchase behavior towards automobile cannot be evaluated with rest of the routine habitual buying behavior therefore various authors have examined automobile reliability with respect to its features. Some of the scholars have studied the design reliability (Guo et al., 2010) whereas some of them have examined the reliability of car with respect to anti-theft (Jian-ming et al., 2012). A few of researchers have highlighted the automobile reliability with power window control (Yi et al., 2011).

2.4.1.2 Design

Past studies have documented that consumers' perception towards product design create competitive advantage and product differentiation in the market (Landwehr et al., 2013). Likewise, several authors have investigated the impact of product design on consumer purchase intention (Hoegg, Alba, and Dahl 2010). Moreover, the decisiveness of product design has also been examined with its synonym word product aesthetic feature's impact on consumer (Landwehr, McGill, and Herrmann 2011). Some of the scholars' study objectives were to investigate that when and how product design influence consumers (Landwehr et al., 2013).

Furthermore, for the selection of automobile the aesthetic features of the product also convince consumers towards specific brands or models (Landwehr, Labroo, and Herrmann 2011). It has been critically review that product appearance play vital role in determining consumer response and success of the products (Crilly et al., 2004). In complex buying behavior for expensive products several factors involve and product appearance is one of them (Mono et al., 1997). Studies have summarized the concept of product appearance that aesthetic characteristic of product defined as the pleasure derived by seeing the product (Creusen et al., 2005).

Moreover, in habitual buying behavior or complex buying behavior the evaluation of product design or appearance is possible with post purchase behavior (Bao et al., 2014).

Notwithstanding product design is having significance position in consumers' mind and influence while purchasing products. The consumer demand for product design is expounding the product design is the process of its ideation to its physical structure. This is also taken as a technical cue because it influences the product functionality (PDR & D, 2012). In view of Kreuzbauer and Malter (2005), changes in product design can influence consumers buying behavior about a brand citing examples of how an off road motor bike could gain brand recognition among its consumers by changing certain features over years.

2.4.1.3 Quality

According to W. Edwards Deming, *“Good quality means a predictable degree of uniformity and dependability with a quality standard suited to the customer”*. Owing to the increasing ratio of global competition consumer perception towards quality of goods is also in transitional phase (Nkechi, 2010). Furthermore, in the changing trends of market customer identify the quality of product and factories meet these quality demands (Arumugam et al., 2011). Product quality is taking strategic position in various organizations and companies are utilizing quality concept as competitive edge (Reid & Sanders, 2007). For the satisfaction of customers the quality enhancement in products is very decisive (Demirbag et al, 2006). Some of the past studies have investigated the relationship between quality improvement and performance of product (Abdullah, et al, 2009). The evaluation of quality for automobile is itself very complex because in automobile the concept of quality is formulated with the combination of various features

of products (Zu et al, 2010). The products' performance and the extent of its prediction is what product quality means (Masaloni & Parasuraman, 1999). It is also vital as conceptualized as technical cue dimension. It has sufficiently been studied as brand quality in substantial previous studies. Product quality relates to the total sum value that consumer perceive that will make him or her to reuse the product or refer the product or services to other consumers (Kotler, 2007). Products quality has being investigated in many academic field, evidence shows that products of high quality translate to customers' loyalty for example the study of Blum, Runge, Groten and Striller (2014) argues that goods of consistent quality are mostly demands by customers. Quality of product is the subjective judgment of customers for the distinction and superiority of product (Akram, Merunka & Akram, 2011). Furthermore, the role of product quality has also been examined for the selection of local and international brands (Milberg & Sinn, 2008). Past studies have indicated that due to the superiority of international brand quality most often customer compromise on domestic brands. Companies are make strategies to provide cost effective and durable quality to customers specifically in automobiles (Cayla & Eckhardt, 2007).

Moreover, past studies have expounded that automotive quality should examined not solely but by including other compatible variables (Roy & Chau, 2011). Therefore, current study has involved the quality to examine its effect on consumer purchase intention. Scholars have unfolded the impact of quality on customer loyalty by targeting automobile industry (Chinen, Jun, & Hampton, 2000; Dean, 2002; Roberts, Varki, & Brodie, 2003; Tsao & Tseng, 2011). The results have explained that among other influencing factors on

automobile purchase intention such as price (Fornell, 1992; Fredericks & Salter, 1995; Gronholdt, Martensen, & Kristensen, 2000), switching cost (Jones & Sasser, 1995; Abramo, 1997; Jones, Mothersbaugh, & Betty, 2000), degree of involvement (White & Johnson, 1998; Neal, 1999), and customer satisfaction (CS) (Bolton, Kannan, & Bramlett, 2000; Gronholdt et al., 2000; Olsen, 2002; Harrison & Shaw, 2004; Cheng, Lai, & Yeung, 2008) quality of product is also very significant for automobile selection.

2.4.2 Extrinsic Cues

For the evaluation of product quality consumers take the assistance of intrinsic and extrinsic cues (Hansen, 2005; Richardson et al., 1994; Steenkamp, 1990; Szbillo and Jacoby, 1974). The inherent attributes of the product is said to be intrinsic cues of the product which can be objectively evaluated before and after consumption of product such as appearance, color and texture (Lawley et al., 2012). Moreover, the extrinsic cues of the product are price, brand, information and design of products (Veale and Quester, 2009). Aforementioned studies have recommended investigating which intrinsic and extrinsic attributes are significant for consumers while selecting any product (Wagner and Young, 2009). The intrinsic and extrinsic concept is demonstrated with physical and nonphysical attributes of the product respectively (Langan et al., 2016).

The non-physical extrinsic cues of the product which are not part of product directly but influence consumer at the time of purchase such as price, warranty, country of origin and

brand name (Miyazaki et al., 2005). It has also been reported in past studies that extrinsic cues cover broader as of the product which are, although, not part of product but assist consumers to evaluate product before purchasing (Lee & Lou, 2011). Similarly, in complex buying behavior like purchasing automobile consumer involvement is high; therefore for risk reduction extrinsic attributes of product are decisive (Song & Morton, 2016).

Extrinsic cues are external features of a product such as a price, brand image, perceived quality, perceived country of origin (Parvin, & Chowdhury, 2006). While, according to Wansink and Park (2000), they said extrinsic cues are external cues giving examples as packaging, and size of product's container that can powerfully and unknowingly influence how much food one consumes. Examining how container size influences one's food consumption. Their results concluded that people tends to eat more when eating from a larger food container. According to scholars, an extrinsic cue plays a vital role in influencing buyers' decision and purchasing power. Taking for example, the study of Parvin and Chodhury (2006) concludes that brand image, perceived country of origin, and perceived quality have a positive and important influence on consumers' brand assessment of beautification brands. Although relative perceive, price shows no such relationship. Synonymous with the investigation by Tsotsou (2005) testifying to the stance that perceived product quality strongly relates to product price. Additional findings by this same author on perceived products quality are that it explains more variance in overall consumers' satisfaction more than it does in buying intention. This conclusion, however, contradicts the articulated argument by Dodds (2002). When the author examines the “The

Effects of Perceived and Objective Market Cues on Consumers' Product Evaluations," the finding posits that objective quality information has no effects on brand effects. Although a further finding by the author concludes that there is a strong interaction between perceived quality information and product price.

2.4.2.1 Country of Origin (COO)

Owing to the globalization products are breaking countries' boundaries and available across the world (Yergaliyev et al., 2016). Notwithstanding, the patriotic affiliation and country's own positioning play its role. The concept of country of origin defines that the information pertaining to product and manufacturer effect on consumers' purchase decision and intention (Elliott & Cameron, 1994). The notion of country of origin investigated with various dimensions such as location of head office, country's own manufacturing plant, manufacturing in country's own territory (Kim et al., 2016). Aforementioned studies have indicated that most often country of origin assist consumers in evaluating the quality of product (Lee et al., 2013).

Furthermore, it is quite easy for consumers to evaluate the commonly used product whereas for expensive product such as automobile the differentiation among various models needs specific proficiency (Magnusson et al., 2011). Therefore, country of origin provides some assistance to consumer to take decision in favor of expensive product (Samiee, 2011). The country of origin used as signal for consumers (Usunier, 2011) and reduce the risk which

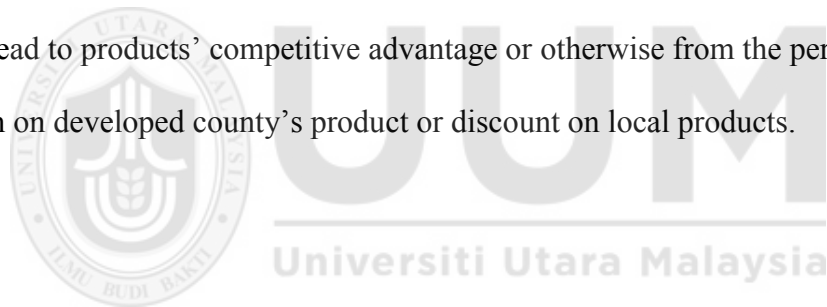
is attached with purchasing of wrong model of automobile. The inconsistency of the efficacy of country of origin yet prevails in past literature some of the scholars are advocating the positive effect of country of origin but for short term image building (Hamzaoui-Essoussi et al., 2011; Kang and Yang, 2010; Michaelis et al., 2008; Reuber and Fischer, 2011). On the other hand, a few of them are expressing their opinion that for long period of time products' own quality makes difference besides country of origin (Diamantopoulos et al., 2011).

Country in which a product is manufactured plays an important role in product acceptance in the mind of consumers (Verleghe, Steenkamp, Meulenberg, 2005). Country of origin (COO) translates the quality of products advertised by firms which act as both information and source. According to scholars, product's country of origin is ethnocentric and it is associated with brand quality (Chrysoschoidis, Krystallis & Perreas 2006; Kinra 2004). This has a strong positive relationship with consumers' purchase decision (Lin & Chen, 2006). Similarly, a study conducted by Kinra (2004) in India confirms the findings of Lin and Chen (2006) articulating that consumers favor foreign brands over local brands. Although the study pointed out that foreign brands are cheaper and easily accessible in the Indian market.

Further studies conducted on COO conform to previous stance; for example, study by Yasin, Noor and Mohamad (2007) in Malaysian context concluded that brand COO image

through mediating effect of brand distinctiveness directly or indirectly influences brand equity, brand loyalty, awareness and brand associations.

However, clearer evidence on how COO influences consumer purchase decision occurs when buyers/consumers observe fundamental difference between products in terms of their country classifications (Pappu, Quester, & Cooksey, 2005). In addition to this, despite the fact that COO influences products' valuation by consumers, the work of Agrawal, and Kamakura (1999) argues that COO is just one of many extrinsic cues influencing consumers' intention on product purchase. Therefore they posited that COO does not always lead to products' competitive advantage or otherwise from the perspective of price premium on developed country's product or discount on local products.



Concluding this section with articulation by the study conducted by Srinivasan, Jain and Sikand (2004) investigating both extrinsic and intrinsic view of COO on brand. Their findings concluded that manufacturer during the cause of production should find a developed country with high product quality's reputation to associate its products brand.

2.4.2.2 Country Image (CI)

While purchasing any product consumer develops an opinion pertaining to the overall reputation of manufacturer, manufacturer's origin and the marketplace of the product's

country (Irene et al., 2016) which is said to be country image. There is some literature which has discussed that country image and country of origin having similar thoughts and meaning (Ahmed & d'Astous, 2008). In contrary to that some of the studies have categorically separated the concept of country image from country of origin (Magnusson and Westjohn, 2011; Pharr, 2005; Roth and Diamantopoulos, 2009; Samiee and Leonidou, 2011). Moreover, later some scholars have advocated that these two concepts can be examined with decompose form as well as with composed form (Elliot, Papadopoulos, & Kim, 2011; Lee & Lockshin, 2012).

As COO discussed above is regarded as an important factor that influences consumers' buying intention, so also is country image (CI). CI similar to COO in the sense that it denotes the country (place) in which a product is manufactured. In view of Laroche, Papadopoulos, Heslop, and Murali (2005), both COO and CI have same meaning. To determine the influence of CI on buying behavior or intention to buy, some few definitions was examined. According to Papadopoulos and Heslop (2003, p. 404) Product-country images (PCIs), or the place-related images with which buyers and/or sellers may associate a product, country image was said to be "Consumers' perceptions about the attributes of products made in a certain country; emotions toward the country and resulted perceptions about the social desirability of owning products made in the country" (Nebenzahl, Jaffe and Usunier, 2003, p. 388). The global exposure of individuals has upgraded their knowledge towards various products and consumer deliberately or unintentionally develops an image of country which later related with products at the time of purchase

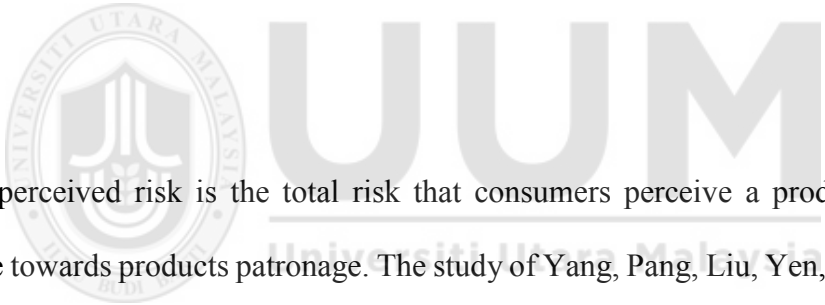
(Samiee, 2010; Zeugner-Roth & Diamantopoulos, 2010). According to Zeugner-Roth and Žabkar (2015) country of origin and country image dispose similar concepts regarding the evaluation of products' quality. In view of Knight and Calantone (2000) "Country-of-origin image (COI) reflects a consumer's perceptions about the quality of products made in a particular". From these few definitions, the difference between COO and CI or PCI as the case may be is COO is the country in which a product or services is being produced whereas, product country image (PCI)/CI relates to the psychological believes or perception that consumers or middlemen has regarding a country which manufacture such products or services.

Furthermore, various researchers investigated the impact of country image with respect to consumer and multi-national corporations. A few literature has exposed that consumer prefer foreign products and services due to brand name and country name (Hin et al., 2014; Hamzaoui-Essoussi, 2010) whereas some of the scholars have advocated that country image effect on organization's standards and strategies (Lee, Chen, & Guy, 2014).

2.4.2.3 Perceived risk

The word perceived risk was introduced by Bauer (1960). The theme of perceived risk explained by Bauer was that individual's subjective belief about the negative consequences of their decision. Likewise some of the researchers have extended the concept and described that likelihood of uncertainty of a consumers is the state of their perceived risk

(Cunningham, 1967). Perceived risk influenced consumer purchase decisions (Mitchell, 1992). When consumer cannot foresee his/her decision's consequences the degree of perceived risk increases. The perceived risk is the formation of various risk attached with product such as technical, social and service risk (Nicolas & Castillo, 2008), time risk (Mafe et al, 2008), psychological risk and financial risk (Forsythe & Shi, 2003), product and brand risk (Massad & Tucker, 2000). The common nature of consumers is noted as risk avoider (Durovnik, 2006). Aforementioned studies have found negative relationship between perceived risk and consumer purchase decision (Yee & San, 2011). A few researchers have examined the influence of perceived risk on individuals' purchase decision with trust (Paton, 2013a).



Product perceived risk is the total risk that consumers perceive a product has causing hesitance towards products patronage. The study of Yang, Pang, Liu, Yen, and Tam (2015) posited that the lesser the trust the higher the risk perceived. Investigating perceived risk and trust of online payments, Yang et al (2015) classified perceived risk into two types, these are: systematic perceived risk and transactional perceived risk based on different roles they play in influencing consumers' trust that at the later stage translate to product's quality. Furthermore, the studies of Yang et al (2015) conclude systematic perceive risk is correlated with trust while transactional risk has negative relation with trust. Treating perceived risk as technical cue, this work will focus on total perceive risk in general as it relates to products' functionality rather than limiting the scope to either functional or systematic perceive risk.

Physical risks: Physical risk states to the perceived possible for a purchase to cause bodily harm to a person or loved one. A firearm might create a high level of perceived physical risk in the minds of some customers. A book or magazine prompts physical risk concerns in few customers.

Financial risks: According to Kazmi, (2016), financial risks lurk behind seemingly straightforward everyday business and personal decisions. Businesses face financial risks that originate mainly from credit, liquidity, financial markets, interest rates, exchange rates, stock prices and commodity prices. Financial risks follow a law similar to the law of conservation of energy, which tells us that there is no total change in the amount of energy in the universe, but rather than energy simply changes from one form to another, such as from potential energy to kinetic energy, or vice versa (Kotler & Armstrong, 2018).

On a macro level in financial markets, risks are neither destroyed nor created. They exist in every business activity. They correlate, reinforce, or transfer from one form to another. On a firm level, they do not follow this law. They can be hedged, minimized, shared, or simply transferred away.

Psychological risks: Forsythe and Shi, (2003) have indicated that psychological risk refer to dissatisfaction, prevention, and disgrace experienced if one's personal information is disclosed. There are some moral obligations on consumers while purchasing any object. For instance, a customer may want to buy from a particular company because it offers

inexpensive alternatives, but feel unsure due to the company's labor practices (Kotler & Armstrong, 2018)..

Performance risks: By the definition of product performance risk the loss incurred when a product does not perform as per expectation (Horton, 1976). Owing to the shoppers' inability to judge the quality of products leads towards product performance risk. There are several barriers which become the cause of lack of product quality analysis such as touching, feeling, inaccurate product colors, trying the product or service, and insufficient information on quality attributes relevant to the consumer resulting in increased product performance risk (Kotler & Armstrong, 2018).

Social risks: Social risk refers to the possibility that buying a product or using a service can reduce a person's status which plays a key role in a purchase decision. Simply put, prospective customers ask themselves whether they will earn the approval or disapproval of their social group by their purchase (Kotler & Armstrong, 2018).

2.4.2.4 Price

Marketing mix is the combination of four P's such as product, price, place and promotion. In these four p's price is the amount pays by customer in gaining the benefits and value of specific product (Bearden et al 2004). Furthermore, the notion of price varies from person

to person such as an amount pays to guest lecture as an honorarium and the amount paid against insurance premium (Kotler et al 2008). Moreover, the strategic position of price is it stimulates consumers to purchase any product (Rosa et al., 2011). Aforementioned studies have unfolded the fact that that price influence on consumers' frequent or repurchase behavior (Rondan, 2004). Although price is the decisive part of any product or service but product category sometime make the significance of price more prominent such as for automobile (Bertini & Gourville, 2012).

The concept of pricing varies industry to industry, country to country and customer to customer (Faith & Edwin, 2014). There are three types of prices strategies such as cost based price, competition based price and customer value base price (Hinterhuber, 2008). The price strategy determine the objective of firm because in this competitive environment the consumer of fast moving consumer goods (FMCGs) and luxury products relate benefits and value with price of product (Roth, 2007). Moreover, several authors have examined the effect of price on consumer purchase decisions but suggested to investigate price influence in various industries (Faith & Edwin, 2014). Therefore, present study has involved price to test its effect on automobile purchase intention.

Price is the monetary value consumers are willing to pay for quality in product or services (Zaithaml, 1988). According to Zhilei and Wei (2010), they articulate that price is a determining element for consumer utility. Price as a study construct, it has being

investigated by scholars in different field of study for example, in strategic management studies finds out that customers respond differently to price of products and services, therefore managers employs different strategies such as low cost and differentiation strategies.

2.4.3 Service Cues

Service cues are actually the elements which are attached with tangible and intangible products and services respectively (Arasli et al., 2005). While taking services, which are intangible in its nature, consumer expects some tangible cues such as parking, cleanliness and food (Mukherjee and Nath, 2005). On the other hand in tangible products warranty, serviceability and aftersales services have taken as service cues. Furthermore, for automobile there are five dimensions such as reliability, assurance, empathy, tangible and responsiveness (Zeithaml et al., 2006; Parasuraman et al., 1988). The quality of service evaluated with these five facets. Initially, these facets were ten (Parasuraman et al., 1988). Reliability is the significant facet of service cues which demonstrate that services would be delivered on said promise (O'Neill and Palmer, 2003). Assurance refer to the degree of confidence and trust (Zeithaml et al., 2006) whereas tangible is the physical cues which are attached with core products (O'Neill and Palmer, 2003). Responsiveness refers to the willingness to provide the services (Kang and James, 2004).

Service cue or cue services are weightier for highly indefinable service purchases such as mutual funds more than buying tangible products such as hardware (Brady, Bourdeau, & Heskell, 2005). The present study articulated that in highly intangible services the significance of extrinsic cues is less important. The current researcher will empirically examine that brand is more vital for services than tangible goods.

Moreover, for the evaluation of customers' received quality of services the relationships formed during the service encounter is also central (Babakus and Boller, 1992; Carman, 1990) and it also effect on customer perceptions of image (Fisk et al., 1990). The corporate image potentially influence on organization's competitive standing. Moreover, advertising strategies develop a better understanding of image evaluations and it considered to be strategic value which creates customer loyalty towards the services of firms. Aforementioned studies justified the relationship between access to service and corporate image (Taylor, 1994). To gain market share financial institutions are putting efforts by using speed of service as the principal advertising theme in their communication strategies.

2.4.3.1 Serviceability

The availability of service centers improves and increases product service life span (Wang & Allanda, 2000). There are three types of serviceability characteristics of a product such as: disassembly, reassembly, and handling. Often, many of the serviceability characteristics of a product cannot be defined completely or properly using crisp design data. Moreover,

the serviceability analysis is an imprecise science characterized by ill-structured and subjective evaluation criteria. Serviceability influences buyers buying decision and in these form local products tends to have more consumers' favors over imported goods as opposed COO or PCI. This statement is summary of the investigation by Yamin, and Altunisik (2003) their findings also indicate, however, that locally-focused strategies of domestic manufacturers do pose a potential challenge to multinational exporters. Product serviceability and the associated support services give domestic manufacturers an unambiguous advantage over importers.

2.4.3.2 After Sales Service

Aforementioned studies have discussed the significance of after sales service to develop long term relationship with customer (Gaiardelli et al., 2007). To develop profitable relationship between seller and buyer enhance overall reputation of firm in the competitive market (Palmatier et al., 2006). Likewise, the decisiveness of after sales service cannot be ignored for any product but for automobile it is attached with core value in intangible form (Bundschuh & Dezvane, 2003; Gaiardelli et al., 2007). Furthermore, the concept of after sales service is beneficial for enhancing customer advantage as well as for enhancing firm's business opportunity (Saccani et al., 2007). There are mainly three after sales service dimensions have been identified such as field technical assistance, spare parts and customer care. Moreover, the significance of after sales service has been realized in automotive industry (Brax, 2005). Notwithstanding, still there is need to investigate more that to what

extent after sales service influence consumer purchase decision (Garcia Quevedo et al., 2013).

Furthermore, the relationship between buyer and seller seldom disconnected after purchasing the product especially expensive product such as automobile (Zineldin, 2002; Celuch et al., 2006; Kandampully, 2010) because this linking affect consumers' second round of repurchase phase. A few scholars have reported that increasing after sales service influence consumers' attitude positively even for the product having average quality (Guajardo et al., 2015). The difference can be made with spare parts availability, accessories and by improving customer care service (Dombrowski & Schulze, 2010). Owing to the high risk attachment, consumer information seeking behavior and high involvement of customers while purchasing automobile the offering of after sales service and warranty attributes with core product reduce risk and increase confidence among consumers (Deffke, 2013).

The formation of after sales service based on three elements such as field technical assistance, spare parts and customer care therefore the existence of these entire elements at equal level do not create an effective after sales service strategy (Propfe et al., 2012). Therefore, some of the researchers have indicated that market define that which facet of the after sales service should be prominent in which market (Kley et al., 2011). In other word the effective after sales service should be market centric. Owing to the the

technological innovation in automotive industry this industry is a transitional phase and companies are launching electric cars in the market (Dombrowski et al., 2011). This technological shift has changed the significance of after sales service and customers are more interested in technical assistance as compare to spare parts and customer care (Dombrowski & Engel, 2014). According to scholars after sales service is one of the key competitive strategies that managers employed to gain competitive advantage (Kasper, & Lemmink, 1989).

2.4.3.3 Warranty

The warranty of any product cover the financial risk and it is the insurance policy of the product for future repair cost (Douglas et al., 1993). Likewise, some of the researchers have described that warranty is the promise of seller to take responsibility in case of any malfunctioning or damage of product performance in a specific time period (Parisi, 2004). Moreover, durable products such as automobile are often sold on warranty and consumer evaluates the quality of automobile with the coverage of age and mileage (Chu & Chintagunta, 2011). Furthermore, the warranty play significant role in consumer decision making process for automobile (Kleyner & Sandborn 2005; Majeske, 2007) and consumers are demanding to increase the time period of warranty. The warranty policies for automobile is country specific such as in USA base warranty is 36 month/ 36000 miles and in China 3 years/ 100000 miles (Chukova and Johnston 2006; Anastasiadis, Anderson, and Chukova 2013). Aforementioned studies have revealed the various types of automobile warranties and the detailed information is in Table 2.1

Table 2.1
Warranties coverage types

Warranties coverage name	Description
Insurance Warranty	Risk sharing and customer satisfaction
Sorting mechanism Warranty	Price discrimination
Signal of quality warranty	Quality evaluation
Incentive warranty	Quality evaluation

Warranty is describe by Canadian Sales of Goods Act (2003) “means an agreement with reference to goods which are the subject of a contract of sale, but collateral to the main purpose of the contract, the breach of which gives rise to a claim for damages, but not to a right to reject the goods and treat the contract as repudiated..” from this definition warranty can be described as a collateral issued by the manufacturer in assurance of good or services’ quality. The warranty is not a simple issue because as it comprised of some technical, administrative and managerial actions. The fundamental idea behind the concept of warranty period is that a warranty item must maintain a state in which it can perform the demanded function and needed to provide a required service (Gonzalez Diaz et al. 2009). There are various kinds of warranties and each one suited a different kind of product (Lyons & Murthy 2001, Menezes & Quelch 1990). The previous literature unfold the important connections between warranty and other disciplines (Gonzalez Diaz et al. 2009, Murthy & Djamaludin 2002, Murthy & Blishke 2005, Gonzalez Diaz & Crespo Marquez 2010, Murthy et al. 2004). The important types are the followings:

Outsourcing: The organization most often reduces the risk in some facts for instance outsourcing the warranty service. The after sales service department of a company is

usually one of the most vulnerable to be outsourced due to its low risk and provides legal insurance for such assistance services (Gomez et al. 2009).

Quality: A reliability and quality improvement of the product has not only an advantageous and favorable impact in front of the client but also reduces the expected warranty cost (Chukova & Hayakawa 2004, Lutz & Padmanabhan 1998).

Costs: In cost estimation there are nowadays methods to estimate accurately the final cost of a specific acquisition contract as, for instance, the “Estimate at Completion” (EAC) method (Christensen 1993), a management technique that can be used in a project for the control of the costs progress. Considering commercial products, many warranty cost estimation methods have been developed in recent years (Chattopadhyay & Murthy 2000, Nguyen & Murthy 2006, Samatlı-Paç & Taner 2008, Chattopadhyay & Rahman 2008)

Maintenance: In many cases, during the warranty period the manufacturer still has a strong control over its product and its behavior. Additionally, the expected warranty costs depend normally not only on warranty requirements, but also on the associated maintenance schedule of the product (Yeh & Lo 2001, Dimitrov et al. 2004, Kim et al. 2004; Wu & Li 2007).

2.5 Attitude towards Brand

There are two theories which examine the attitude of consumer one is theory of reason action and second is theory of planned behavior which is the extended version of theory of planned behavior (Bamberg et al. 2007; Kim and Han 2010; Abou-Zeid and Ben-Akiva 2011). Aforementioned studies have described that attitude is the out of certain believes which develop some positive or negative concept which leads towards intention or actual behavior (Petty & Wegener, 1998). The concept of attitude is the summative evaluation of any brand or product and it contribute in marketing and consumer research (Kwun, 2010). It has also been reported that attitude is the collection of feeling towards any object, person or issue which later become the learned experience through direct usage or information received by others (Walker and Heere, 2010). Attitude is comprised of three components such as affective, cognition and behavior (Ranjbarian et al, 2010).

The concept of attitude towards brand is the feeling and affiliation of an individual towards specific brand for specific category (De Chernatony & Riley, 1998). The emotional attachment of an individual always observed towards any brand or company (Lee & Lee. 20115). Consumers try to divert towards the brands which they already experiencing and this concept also indicate their brand attitude preferences (Shamin & But, 2013). Aforementioned studies have indicated that brand attitude is the most decisive concept in marketing because it influence on consumer purchase intention as well as actual behavior (Keller, 2003, Suh and Yi, 2006; Sanayei et al., 2013).

One of the most important technical cues is consumer attitude towards a product. Consumers' attitude had been investigated by scholars from the diverse profession. Taking for example, in the field of entrepreneur the most prominent theory by Ajzen (1991) known as the theory of planned behavior (TPB) was employed by many scholars to determine the attitude towards intention to behave or act. In marketing as well, the intention of consumers has been investigated using either TPB or theory of planned reason action (TRA). In view of the study conducted by Isaid and Faisal (2015) to determine the repurchase intention of consumers towards a mobile brand, it is noted attitude, subjective norm and experience contributes to their intention to rebuy an item provided there is no increase in price as it is observed by them that price and attitude towards intention repurchase are negatively correlated. More so, similar to what literature reveals about COO and Product Country Image (PCI)/CI, that is, customer/consumers tends to favor foreign brand over local brand based on the perceptions they have towards it (Chryssochoidis, Krystallis & Perreas 2006; Kinra 2004). This is similar to the conclusion from the study of Kachi (2013) articulating the unique quality recognition and emotional values among foreign branded products and services by consumers in a more pronounced manner.

To better understand the attitude of customers towards brands, Kaur and Pandit (2015) conducts a study to investigate the how consumers evaluate brands extension. Their result signifies that brand advertisement is found to be the most prominent variable influencing consumers' attitude towards the brand. This study, however, reveals the significant power

of advertisement of a product that managers adopt during re-branding and or during the introduction of new products.

2.5.1 Definitions of Attitude towards Brand

From various literature reviews above, consumers attitude towards brand can be said to be the (positive or negative) acceptance or rejection perception they has. However, before giving academic definition of attitude towards brands, it is ideal to revisit the meaning giving to brand by scholars. Dolnicar, Hurlimann, Grün, (2014) describe branding as the primary strategy widely used in commercial marketing to make products more attractive to consumers. Referring to the articles reviewed earlier on, attitude towards brands refers the perception consumer has towards certain brands of products. These however influence consumers' behavior either to frequently purchase, sometimes purchase or not to purchase certain product or services.

2.5.2 Antecedents and Consequences of Attitude towards Brand

Attitude towards brands is influenced by so many factors in which the author of this study can summarize to internal and external factors. Acoording to Vomberg, Homburg and Bornemann (2014) it is concluded that relationship between companies internal factors such as human capital, and brand equity are much more important to company in the service industry compared to those in manufacturing industry. More so investigating the

antecedent and consequences of attitude towards brands, Bourdeau, Cronin, and Voorhees (2007) investigate the antecedent (service quality) on partnership company and spillover effects. It is observed by them that spillover effect of consumer's perception to reuse a company's service is highly correlated with the quality of service provided by the other or main partner.

The antecedents and consequences of attitude as discussed in the literatures above include the followings.

- a. Consumers favors foreign brand over local brands
- b. COO has a great influence on buyers buying intention
- c. Price of product do not really influence buyers intention but quality does
- d. Not does in all circumstances does consumers favors foreign brand over local brands. Here are few conditions in which local brands prevails over foreign brands
 - i. Serviceability: Spare part availability
 - ii. Warranty
 - iii. Aftersales services
 - iv. Workmanship

2.6 Trust

The concept of trust was first time introduced and described in that way, trust is the name of belief and confidence which customers attached with product or firm and consider that the product or firm will provide their expected value (Deutschi, 1958). Moreover, consumers invest their amount in FMCG or other durable product with trust because by gaining expected value in product increase customer trust which leads towards customer loyalty (Leonidou, Talias & Leonidou, 2008). Researchers have reported that marketers have realized that consumers' trust on product or firm effect on their purchase and post purchase intention and decision (Keh & Xie, 2009). Likewise, some of the studies have indicated that trust on salesman is also very influencing (Pappas & Flaherty, 2008) and consumers most often visits outlets or car showrooms due to specific trustworthy sales representatives.

Moreover, it has been realized that significance of trust has gained very decisive position in the market for common and durable products (Kantsperger & Kunz, 2010). Various companies are producing similar products with different brand name and quality but the trust affiliation makes consumer able to select required brand (Harridge-March, 2006). Furthermore, the notion of trust has been utilized for consumer commitment (Al Hawari, 2011). Aforementioned studies have employed the trust variable for the investigation of multiple issues such as adoption of organic food (Zhang et al., 2015), consumer trust in online purchase intention (Shang et al., 2017) and impact of trust with corporate social responsibility (Park et al., 2014). These studies depict the usefulness of trust in consumer

market. Therefore, in present study trust has been employed to examine its efficacy for automobile industry.

Trust issue in marketing influences consumers' brand loyalty (Rishi, 2013). To determine the influence of trust on consumer buying behavior, Rishi (2013) investigation reveals that consumers build trust in a product if and only if the functional benefit corresponds with buyer's needs. However, further findings reveal that price and genetic influences have no significant correlation with consumers' trust. Issues relating to trust have not only been investigated in product manufacturing sector. In the service sector, such as information technology trust has gained wider attention from scholars. For example, Osterwalder (2001) investigate achieving trust through evaluation and certification in IT security. The author concludes consumers' trust can be created when the information technology (IT) platform is easy to use in such a way that the user can understand and verify the process.

Moving over to trust issues in branding and how it influences buyers' decision. Kang and Sharma (2012) concludes that factors that amount to consumers trust include quality perception, previous experience about the product (habitual buying) as well as a trust on specific brand usage. However, further findings by this author contradict the findings of Kaur and Pandit (2015) whereby product advertisement is said to be a sole influencing factor of consumers' attitude towards the purchase of certain brand over others.

2.6.1 Definitions of Trust

Trust is said to be the believes that one can depend on someone or something (*Cambridge Dictionary online*). The terminology called trust according to McKnight and Chervany (1996) is inconclusive. However, adding suffix (such as brand) to it makes it a little but easier to define. For example, Arjun and Morris (2001) thinks that the brand trust is a consumer would like to trust on his/her own initiative, and trust the product that brand provides. Trust can reduce the consumer's uncertainty, because the consumer not only knows that brand can be worth trusting, but also thinks that dependable, safe and honest consumption scenario is the important link of the brand trusts.

Likewise in 2011, Frederiksen did not only attest to the fact that “Trust” has inconclusive meaning. However, the author decided to give a clearer meaning to trust by explaining its limitations in the dimension of relations by an outer threshold of expectations of deceit and an inner threshold of confident reliance. It is argued that this approach contributes important new perspectives on the variability of trust, opening new avenues of investigation to the sociology of trust (Frederiksen, 2011).

2.6.2 The Concept and Dimensions of Trust

Trust as stated above, is a fundamental element that manufacturer of products or services (Corritore, Kracher, & Wiedenbeck, 2003) needs to earn from their target markets because

consumers' trust and brand affect combined gives brand's commitment (Chaudhuri & Hollbrook, 2002). Investigating the concept and dimension of trust as relates to brand affect, Chaudhuri and Hollbrook (2002) posited that the two (trust and brand affect) has a strong positive relationship. In the study of Chaudhuri and Hollbrook (2002), trust is treated as an independent variable while brand affect is considered to be the dependent variable.

Also, deeper investigation reveals that both brand trust and brand affect were not significantly related to neither market share nor advertising to sales ratio either with or without the mediating effect of brand commitments in the equation. However, their study posits that brand commitment was concluded to have positive relationship with advertisement to sales ratio and market share. Supporting the stance that trust is vital for service industry, the examination conducted by Corritore, Kracher and Wiedenbeck (2003) investigating its concept and evolving theme online, identified three perceptual factors that impact on-line trust: these are, perception of credibility, ease of use and risk.

With these arguments stated above, one can deduce the principality and tangibility of the concept of trust to business. And also, the influence of its dimension "perception of credibility, ease of use and risk" putting these entire dimensions into managers' strategy will not only boost consumer's commitments and loyalty, it will serves as a great competitive edge (Raimondo, 2000).

2.6.3 Antecedents and Consequences of Trust

Having discussed the antecedents of trust earlier above to be perception of credibility, ease of use and risk, consumer perceive these antecedents inform of product or service ease of use, the credibility of the seller/producer as well as perceive risk reduction in the course of transacting or buying the products or services. The consequence of trust is either functional (positive) or dysfunctional (negative) relationship (Selles, 1998; Graf, & Perrien, 2005; Reast, 2005; Watson, 2005). According to these scholars, having or building trust over time creates (2-way) relationship which is the process of buyers' decision to patronize a seller or manufacturer of goods or producers of services. Selnes, (1998) buyer-seller relationships can be understood as a sequence of decisions buyers make regarding whether they should enter a relationship, continue a relationship, or enhance the scope of a relationship.

2.7 Gaps in the Literature

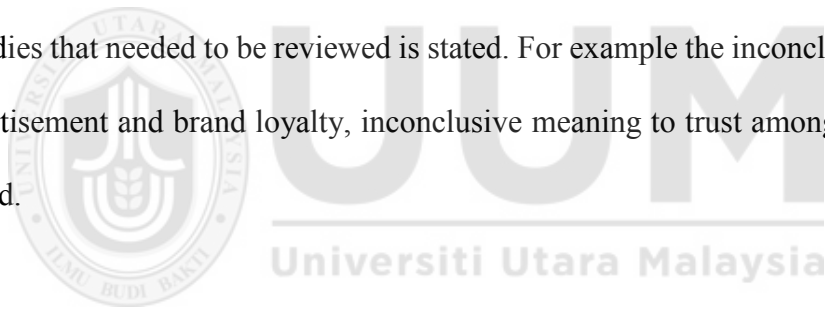
Products and service are the composition of various cues such as intrinsic and extrinsic (Veale et al., 2006). The intrinsic cues are the part of product or service such as car engine and drink flavor whereas extrinsic cues price, brand and manufacturing location of the product (Teas & Agarwal, 2000). Inconsistence results have been observed in past studies pertaining to the decisiveness of intrinsic and extrinsic cues (Kardes et al., 2004) and found that some researchers are advocating the impact of extrinsic cues whereas some of them are sacrificing the significance of extrinsic cues on intrinsic cues (Alba, 2000). For the evaluation of product quality the impact of extrinsic and intrinsic cues are noticeable (Veale

and Quester, 2009). In contrary to that the profound studies are availability in favor of the significance of product core attributes which effect on consumer purchase decision (Gao et al., 2010).

Moreover, aforementioned studies have indicated that several researchers have examined the influence of country of origin and price in extrinsic cues but suggested to involve more facets of extrinsic cues (Josiassen, 2010). Furthermore, extrinsic and intrinsic cues vary from customer to customer and industry to industry (Brunsø et al. 2009). Owing to the globalization consumers' exposure towards foreign products has increased and consumers become aware how to evaluate product quality (Qasem & Baharun, 2011). Studies have found that most often consumer depend on both intrinsic and extrinsic cues to evaluate products and service (Kurtuld et al., 2011). The role of intrinsic and extrinsic cues for the selection of automobile is still inconsistent (Qasem et al., 2016). For the experience consumers intrinsic cues such as durability, engine capacity and performance are most influencing whereas for future potential customers analyze automobile with extrinsic cues such as country of origin, price and country image (Wang & Yang, 2008).

Aforementioned studies have unveiled that Malaysia is the largest automobile market of Southeast Asia region (Sultana et al., 2014). Moreover, the statistical figures have demonstrated the increasing ration of new and additional consumers in 2013 such as 27% and 44% respectively (Turrentine & Kurani, 2007). The increasing percentage of

Malaysian's car purchasing has enhanced the demand of automobile quality among consumers and automobile companies are striving to meet their demand (Anwar et al., 2016). Numerous researchers have investigated the Malaysian consumers' purchase behavior and intention with various dimensions such as purchase intention towards safer cars (Anwar et al., 2016), consumer interest and intention towards environmental friendly cars (Afroz et al., 2015) and consumer involvement in hydrogen fuel cell vehicles (Al-Amin et al., 2015). Notwithstanding, the success of the market is to think according to consumer demand and for that purpose Malaysian consumers' expectation must be analyzed (Hafzi et al., 2014). There are so many unfilled or understudy used in previous studies. These constituted gaps in the reviewed literatures needed to be filled. Example of such studies that needed to be reviewed is stated. For example the inconclusive conclusion on advertisement and brand loyalty, inconclusive meaning to trust among other gaps was unearthed.



Furthermore, it is noted from the literatures that intrinsic and extrinsic cues have different influences on consumers' intention in manufacturing and service firms (Parvin and Chodhury (2006; Tsiotsou (2005; Agrawal, and Kamakura (1999; Flavián, and Guinalú, (2007) however, from the literatures reviewed, it is noted that focus is made on either service or manufacturing firm at a time and limited studies do consider investigating factors that influence consumers' buying intention in a firm that offers both manufacturing and services simultaneously.

From the literature review, several conclusions seem reasonable. With regard to causes of purchasing intentions, previous empirical studies have largely focused on service or manufacturing firm at a time and limited studies do consider investigating factors that influence consumers' buying intention in a firm that offers both manufacturing and services simultaneously. Theory of Planned Behaviour (TPB) (Chatzidakis et al., 2007) to suggest that the purchasing intentions of ethical consumers are driven by personal values, moral norms, internal ethics, and other similar factors (e.g. Arvola et al., 2008; Shaw and Shui, 2002; Vermeir and Verbeke, 2008). Empirical evidence suggests, however, that while increasing numbers of consumers have absorbed and are motivated by the values of ethical consumerism, a change in consumption behaviour is much less apparent. There exists a gap between what consumers say they are going to do and what they actually do at the point of purchase (Auger and Devinney, 2007; Belk et al., 2005; Carrigan and Attalla, 2001; Follows and Jobber, 2000; Shaw et al., 2007). This phenomenon is referred to by researchers such as De Pelsmacker et al. (2005), Carrigan and Attalla (2001) and Auger and Devinney (2007) as the attitude-behaviour or word-deed gap, and has been widely documented within both the social psychology field and the ethical consumerism sub-field (Carrigan and Attalla, 2001; Elliot and Jankel-Elliot, 2003).

Within the field of ethical consumerism, theory development is in its early stages, and an established and widely accepted theoretical framework for the decision making of ethical consumers is yet to be developed (Fukukawa, 2003). Attempting to understand the purchase decision-making processes of ethically minded consumers, researchers within

this stream have drawn on the established theoretical frameworks from within the consumer behaviour, business ethics and social psychology domains (Newholm and Shaw, 2007).

The models most frequently applied and modified to understand the purchase decision-making process of the ethically minded, however, are the theoretical frameworks of 'reasoned action' (Fishbein and Ajzen, 1975) and 'planned behaviour' (Ajzen, 1991; Chatzidakis et al., 2007; De Pelsmacker and Janssens, 2007; Vermeir and Verbeke, 2008). As such, the majority of ethical consumer behaviour models are built on a core cognitive progression: (1) beliefs determine attitudes, (2) attitudes lead to intentions and (3) intentions inform behaviour. In addition, social norms and behavioral control moderate intentions and behavior (De Pelsmacker and Janssens, 2007). Using this framework, there are two circumstances that may contribute to the overall disparity between attitude and behavior – a gap between consumer attitude and purchase intent, and a gap between purchase intent and actual purchase behavior. The majority of research within the ethical consumerism field on the attitude–intention–behavior gap has focused on the disparities and relationships between attitudes and intentions of the ethically minded.

Moreover, one reason can be appreciated from considering a brand's key components and the move from individual line branding to corporate branding. As researchers have shown (eg de Chernatony 1993; Bhat and Reddy 1998), at the broadest brands satisfy functional

and emotional needs. To dominate attractive positioning, managers strive to incorporate a unique mix of functional and emotional values into their brand.

Functional values are more difficult to sustain due to factors such as advances in technology (Lambin 1996), similar designs for competing brands (de Chernatony and McDonald 1998) and the ease of copying competitors' prices (Balmer and Stotvig 1997). Consequently much branding activity has focused on building emotional values (Goodyear 1996). These evolve not just from advertising, but also from the Finn's staff interacting with different stakeholder groups. Increasingly organizations are linking their brands with their corporate values, putting more emphasis on corporate rather than line brand building (King 1991; Mitchell 1994). Therefore, this study attempted to fill the gap in the purchase intention literature by investigating the underlying factors which contributed to the acceptance of China automobile in Malaysian automotive market. Further, to the knowledge of this researcher, no empirical studies have been conducted to investigate the impact of a set of marketing practices on China automobile industry, especially within the context of Malaysian automotive market. Hence, the current study intends to fill the gaps on purchase intention among Malaysian towards China automobile.

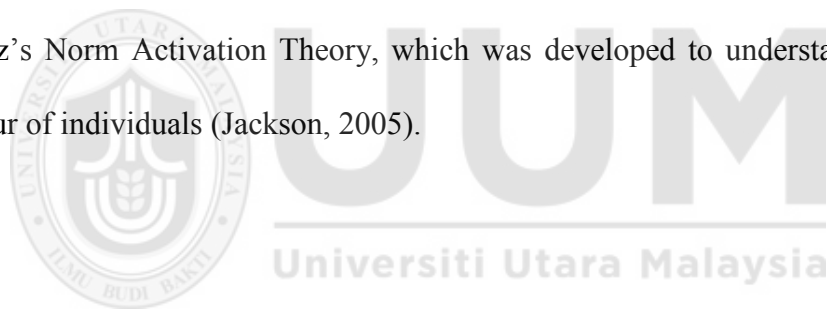
2.8 Underpinning Theory of Purchase Intention

For the investigation of individuals' intention towards any object there are two most commonly used theories namely theory of reason action (Fishbein & Ajzen, 1975, 1980) and theory of planned behavior (Ajzen, 1991). In the scope of theory of reason action impulsive, habitual and spontaneous buying behavior were excluded. Even in the extended form of theory of planned behavior these behaviors were not investigated. In theory of reason action the intention of individuals' was explained by attitude and subjective norm but in theory of planned behavior perceived behavioral control was added.

The objective of current study was to examine the consumers' intention towards Chinese automobile in the presence of Malaysian automobile industry. For this purpose believes' of attitude were included with title extrinsic cues, intrinsic cues and service cues. These believe provoke individuals in making their attitude towards specific brand. Later, attitude directly and indirectly with trust explain consumers' intention towards foreign Chinese automobile. The researcher of the present study has employed only attitude therefore theory of reason action is the suitable theory to achieve the objective. The theory of planned behavior is incomplete without the involvement of perceived behavioral control.

Within the field of ethical consumerism, theory development is in its early stages, and an established and widely accepted theoretical framework for the decision making of ethical consumers is yet to be developed (Fukukawa, 2003). Attempting to understand the

purchase decision-making processes of ethically minded consumers, researchers within this stream have drawn on the established theoretical frameworks from within the consumer behavior, business ethics and social psychology domains (Newholm and Shaw, 2007). These models tend to be based on cognitive approaches, focusing on the internal (mental) process of decision making (Fukukawa, 2003). For example, Rest's (1979) model of moral judgment and Hunt and Vitell's General Theory of Marketing Ethics (Hunt and Vitell, 1986) [based on the foundations of Rest's (1979) model] were originally developed for a business/managerial ethics context and have since been applied to consumer ethics. These models have been used to explain 'un-ethical' behaviour such as shoplifting, as well as the purchase decision-making process within ethical consumerism. In a similar vein is Schwartz's Norm Activation Theory, which was developed to understand the altruistic behaviour of individuals (Jackson, 2005).



2.8.1 Theory of Reasoned Action

TRA was formed in 1967 in an attempt to provide uniformity in studies of the relationship between behavior as well as attitudes (Fishbein & Ajzen 1975; Werner 2004). TPB (Ajzen, 1991) is viewed as a continuation of TRA (Werner, 2004). The main postulation of TRA and TPB is that individuals are responsible for considering their actions and the results of their actions (decision-making). Rational decision-making affects that the decision made by uncertainty (Basu 1996; Eppen et al. 1998). Rational decision-making implies that either optimum result stayed expected, or the decision-making factor was aware of all the impacts and outcomes (Eppen et al. 1998; Basu 1996; Bazerman 2002).

There are numerous past researchers who have employed theory of reasoned action (Fishbein & Ajzen, 1975) to examine the intention and actual behavior of consumers towards an object. The utilization of theory of reasoned action has also been well documented for consumers' intention towards automobile purchase. A study conducted in United States to investigate the consumer intention towards car purchasing and model was designed with the support of theory of reasoned action (Fan & Ming, 2012). Likewise, the intention of multiracial consumers towards purchasing of automobile was also examined by theory of reasoned action (Wong & Mo, 2013). The common notion towards the purchase intention of automobile is that intention is the single best predictor of actual behavior (Peter & Olson, 2006). Therefore, the researcher of the present study has employed theory of reasoned action for the development of research model. There is an availability of extended form of theory of reasoned action which is performing better than theory of reasoned action for predicting consumer intention and actual behavior. But current research framework is compatible with theory of reasoned action because perceived behavioral control is not involved.

According to (Sheppard, Hartwick, Warshaw, & Hartwick, 1988), the thoughts and feelings toward alternative behavior, if they have any influence at all, influence performance only through their effect on individuals' attitudes and subjective norms toward the particular behavior of interest. Thus, when attempting to assess the immediate determinants of a given behavior, researchers need only be concerned with attitudes, subjective norms, and intentions toward that particular behavior. The more positive such

factors are, the more likely it is that individuals will perform the behavior. However, the presence of choice may dramatically change the nature of the intention formation process and the role of intentions in the performance of behavior. Because many of the attributes and consequences associated with various alternatives in the choice set are apt to be quite similar, the attitudes and subjective norms toward each of the alternatives also are likely to be similar.

According to (Mitchell, 1986) if brand attitudes are the most important, simply associating the brand with positively evaluated stimuli may be the most effective strategy. A related issue is the relative importance of brand attitudes and product attribute beliefs in evaluating new information from the environment. Normative beliefs are individuals' beliefs about the extent to which other people who are important to them think they should or should not perform particular behaviors. In general, researchers who measure normative beliefs also measure motivations to comply—how much individuals wish to behave consistently with the prescriptions of important others. Each normative belief about an important other is multiplied by the person's motivation to comply with that important other and the products are summed across all of the person's important others to result in a general measure that predicts subjective norms. LeBon (1895) documented an effect he called contagion—that people in a crowd are strongly affected by the beliefs, emotions, and behaviors of others in that crowd. However, the specific concept of normative beliefs did not gain prominence until the advent of Fishbein's theory of reasoned action (Fishbein, 1980; Fishbein & Ajzen, 1975).

These variables have direct influence to the mediating variables which are attitude toward brand and subjective. According to (Ajzen & Madden, 1986), The theory of reasoned action specifies two conceptually independent determinants of intention. One is a personal factor termed attitude toward the behavior and refers to the degree to which a person has a favorable or unfavorable evaluation of the behavior in question. The second predictor of intention is subjective norm, a social factor; it refers to the perceived social pressure to perform or not to perform the behavior. Attitude and subjective norm, each weighted for its relative importance, are assumed jointly to determine behavioral intention.

The outcome's subjective value then contributes to the attitude toward the behavior in direct proportion to the strength of the belief, i.e., the subjective probability that performing the behavior will lead to the outcome under consideration. To obtain an estimate of attitude, belief strength is multiplied by outcome evaluation, and the resulting products are summed across all salient behavioral beliefs. Normative beliefs, on the other hand, are concerned with the likelihood that important referent individuals or groups would approve or disapprove of performing the behavior. The strength of each normative belief is multiplied by the person's motivation to comply with the referent in question, and an estimate of subjective norm is obtained by summing the resulting products across all salient referents. From the theories reviewed above, the framework is identified and presented in diagram below:

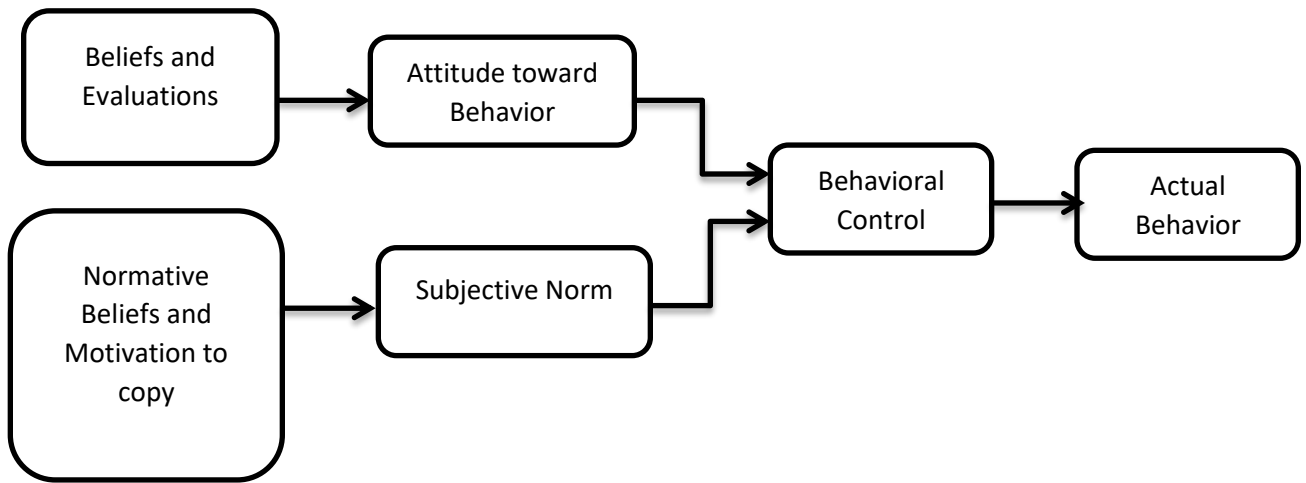
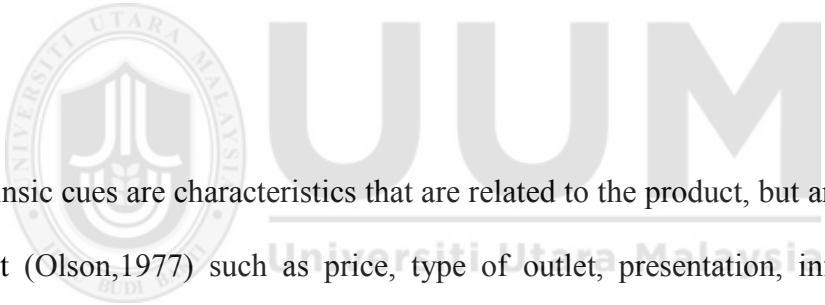


Figure 2.0
Theory of Reasoned Action (adopted from Fishbein & Ajzen, 1975).

2.9 Theoretical Framework

Aforementioned studies have indicated that theory of reasoned action better explain the consumers' intention towards car purchase (Simbolon, 2015). The behavioral beliefs and normative beliefs assist consumers in selection of various brands of cars. Behavioral beliefs develop consumer attitude for specific products. The outcome of past studies has also reported that behavioral beliefs vary from product to product. The researcher of the current study has developed the model on the foundation of theory of reasoned action. The product cues are the predictor of consumers' intention towards automobile purchase with the mediation of attitude and trust.

In essence, the theoretical framework postulates that purchase intention of the consumer is formed based on the product cues which influence the perception of the consumer towards the line of china automobile in the local market. This is in line with previous researchers (for instance, Jarmo & Jonna, 2010; Arunachalam, 2014; Paatey & Ofori-Dwumfuo, 2011) who reported that product cues (intrinsic, extrinsic and service) contribute to the trust and attitude towards brand of products. Under intrinsic cues, characteristic of a product such as quality, design and reliability has been identified as the factors which influence the trust and attitude towards brand. According to Bello Acebrón & Calvo Dopico (2000), previous theory emphasizes the fact that presentation exerts a positive influence to consumer's perception because consumers can inspect the product prior to purchase.



The extrinsic cues are characteristics that are related to the product, but are not physically part of it (Olson, 1977) such as price, type of outlet, presentation, influence of store personnel, promotion, packaging, advertising and determined by marketing efforts (Steenkamp, 1989). In this model, we have identified the extrinsic cues related to this case which are country of origin, country image, perceived risk and price. These cues are significant with the perception towards automobile industry which been utilized as factors which contribute to the competitive market globally.

According to Crane T K. (1985), a cue is defined as a characteristic, event, quality, or object that is external to the consumer that is encoded and used to categorize a stimulus

object. Cues may be controlled and manipulated by marketers in order to provide the consumer with the appropriate perception of their evaluative criteria. Services marketers are interested in knowing what cues consumers use in evaluating services. Therefore, after sale services are considered as one of the cue that will determine the level of trust and attitude towards brand among consumers.

Fishbein and Ajzen (1975), in agreement with Thurstone (1931), proposed that attitude is the amount of affect for or against some object. Behavioral intentions are defined as a person's intention to perform behaviors. They suggested that attitude be measured with bipolar affective or evaluative dimensions relative to an attitudinal object and that behavioral intentions be measured by the subjective probability of performing a behavior. Fishbein and Ajzen (1975, p.11) argued that the distinctions between attitude and intentions "not only are justified but ... necessary." They proposed a theoretical framework in which attitude toward some object is based on beliefs about that object, and attitude, in turn, determines a set of behavioral intentions relative to the object, with specific behavioral intentions leading to specific behaviors with respect to the object.

Researchers have argued that a consumer's intentions to purchase despite these possibilities reflect trusting intentions—that is, a willingness to act (e.g., purchase) despite perceived risk (e.g., the perceived risk that the seller cannot and/or will not offer the lowest available price) (Kim, Ferrin, Cooper, & Dirks, 2004; Moorman, Zaltman, & Deshpande,

1992; Schlosser et al., 2006). These trusting intentions, in turn, depend upon the extent to which salient risks are mitigated by corresponding trusting beliefs—that is, consumers' confidence in sellers' ability (e.g., the perceived capability to offer low prices) and/or benevolence (e.g., the perceived motivation to offer low pricing policies altruistically versus egocentrically) (Schlosser et al., 2006).

From the literatures reviewed above, the relationships among variables under considerations were determined and this is presented in diagram below:

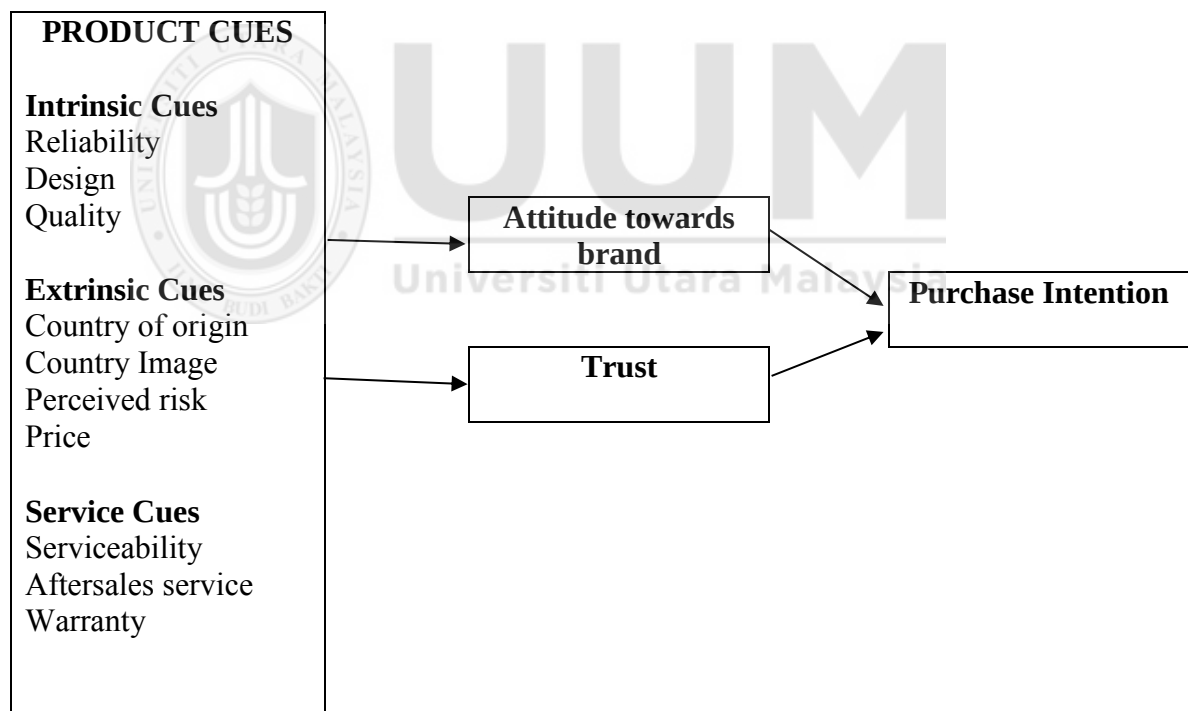


Figure 2.1
Theoretical framework

2.10 Hypotheses

From the framework and literatures reviewed above the relationship between the antecedents and predator can be hypothesized below:

2.10.1 Relationship between Product Cues and Attitude towards Brand

Product cues guide consumers to evaluate the quality of products and these cues include country of origin, country image, after sales service and warranty (Usunier, 2011). The influencing factors for product selection vary from product to product such as sometime the design of the product attractive, sometime country of origin make consumer favorable attitude and sometime low perceive risk is very helpful (Dens & Pelsmacker, 2010; Lin et al., 2009).

Product cues as stated above, product cues consist of the technical cues entailing (product reliability, design and quality) they are said to be internal intrinsic cues which on a long run contributes to consumers' patronage (Masaloni & Parasuraman, 1999; Kreuzbauer & Malter, 2005).

Evidence from the reviewed pieces of literature signifies that there is a positive relationship between product cues and consumers attitudes, for example, the study of Lee and Allaway

(2002) clearly shows positive consumers' attitude towards products they perceive to be technological inclined. Similarly, a study by Kreuzbauer and Malter (2005) shows how changes in product design that is one of the products cues changes the conceptions of consumers and attitude to repurchase a product. More to this, Blum, Runge, Groten and Striller (2014) conclude that product that has a consistency in quality retain customers' loyalty to repurchase.

Furthermore, product cues like COO, CI was found to have direct positive relationship with consumers' attitude in purchasing products (Blum, Runge, Groten and Striller, 2014; Yasin, Noor & Mohamad, 2007; Lin and Chen, 2006; Kinra, 2004).

H₁: There is a positive relationship between intrinsic cues and attitude towards brand.

H_{1a}: There is a positive relationship between reliability and attitude towards brand.

H_{1b}: There is a positive relationship between design and attitude towards brand.

H_{1c}: There is positive relationship between quality and attitude towards brand.

H₂: There is a positive relationship between extrinsic cues and attitude towards brand

H_{2a}: There is positive relationship between country of origin and attitude towards brand.

- H_{2b}: There is positive relationship between country image and attitude towards brands.
- H_{2c}: There is positive relationship between perceived risks and attitude towards brand.
- H_{2d}: There is positive relationship between price and attitude towards brand.
- H₃: There is a positive relationship between service cues and attitude towards brand
- H_{3a}: There is positive relationship between serviceability and attitude towards brand.
- H_{3b}: There is positive relationship between after sales service and attitude towards brand.
- H_{3c}: There is positive relationship between warranty and attitude towards brand.

2.10.2 Relationship between Product Cues and Trust

Taking from the literatures cited above, consumers favor and are loyal to product with consistency in its features. In view of Selnes, (1998), buyers' decision to rebuy grew stronger when they perceived lesser to zero risk of using such products compared to competing products in market.

It was stated above that the main objective of product cues is to communicate the products quality to anticipated consumers in such a way that will influence positively their purchase intention (Richarsson et al., 1994). Product cues are divided according to scholars into extrinsic and intrinsic cues, and both cues categorization were found to be deciding factors among customers on their purchase intention (Olson & Jacoby, 1972).

In an investigation conducted by Kardes et al. (2004) they concludes that cues such as pricing, product packaging, value signal and emotional appeal all depict products' quality as well as the brand that positively triggers customers to be willing to have such products at all cost at their disposal.

Moving to intrinsic cues, which entail features such as reliability, and wear and tear tolerance, design, among others aid extrinsic cues in gaining customers loyalty (Idoko et al., 2013). Given Osmu (2011), it was maintained that combination of both intrinsic and extrinsic cues is what appeal to customers' in making purchase decisions. To investigate the relationship between products cues and trust, a study by Yang et al (2015) concludes that consistency in product quality attracts consumers' trust.

H₄: There is a positive relationship between intrinsic cues and trust.

H_{4a}: There is a positive relationship between reliability and trust.

H_{4b}: There is a positive relationship between design and trust.

- H_{4c} There is positive relationship between quality and trust.
- H₅: There is a positive relationship between extrinsic cues and trust.
- H_{5a}: There is positive relationship between country of origin and trust.
- H_{5b}: There is positive relationship between country image and trust.
- H_{5c}: There is positive relationship between perceived risks and trust.
- H_{5d}: There is positive relationship between price and trust.
- H₆: There is a positive relationship between service cues and trust.
- H_{6a}: There is positive relationship between serviceability and trust.
- H_{6b}: There is positive relationship between after sales service and trust.
- H_{6c}: There is positive relationship between warranty and trust.

2.10.4 Relationship between Attitude towards Brand and Purchase Intention.

Citing from the meaning of trust discussed above, it is noted that although some customer do not buy a product because of the quality or price not because of COO or CI, however, their intention to repurchase grows because the product fulfil its said “promise” meeting the needs of the consumers. This is in line with the findings of Chaudhuri and Hollbrook (2002) positing that trust has a positive relationship with consumer intention to reuse.

H7: There is a positive relationship between attitude towards brand and purchase intention.

2.10.5 Relationship between Trust and Purchase Intention.

It is observed from previous studies that there is a positive relationship between consumer purchase intention and trust. Evidence from the studies of (Graf, & Perrien, 2005; Reast, 2005; Watson, 2005) signifies that the higher the trust towards brands, the greater the intention to purchase such products. With this, it is hypothesized that there is a positive relationship between brand trust and consumers' purchase intention.

Trust is said to be important factors that influence repurchase intention leading to either positive or negative effects customers' loyalty (Rishi, 2013). Trusts, according to Rishi (2013) grows when the anticipated benefits are in equilibrium with customers' needs. This claims confirmed by Kaur and Pandit (2015) claiming that consumer develop trust in products or services they tested and confirmed as advertised by the manufacturer. Also, a study by Macintosh and Lockshin (1997) concludes that to gain consumers' trust there must be a cordial relationship between the salesperson and the customer. The authors claim that this relationship has the power to draw such customer to repurchase or reuse such services provided.

Not does study investigate the issue of trust in offline retailing. In online retail services, trust is seen to have a direct positive relationship to increase in sales. For example, the study of Ling, Chai, and Piew (2014) posits that customers' prior online purchase experiences as well as trust influence the reuse of such services to repurchase merchandise. A study conducted in China by Lu, Zhao and Wang (2009) in an attempt to convert virtual online customers (VCs) to customers to customers transaction (C2C) noted that trusts in members integrity, benevolence, encourages intention to repurchase as well as trust in sellers' webpage ability positively influences the intention to obtain information on purchase intention.

Given these arguments, from different scholars from different retail channels, there is no doubt to concludes that there is a positive relationship between products or and services trust and purchase intention.

H₈: There is a positive relationship between trust and purchase intention.

2.10.6 Relationship between Product Cues, Attitude towards Brand and Trust.

Past literatures reviewed in this study articulate that there is significant positive relationship between product cues, consumer attitudes and brand trust. Product cues in terms of good qualities, reliability and durability translates to brand loyalty Arjun & Morris (2001), this automatically translate consumer trusting such brand.

- H₉: Attitude towards brand mediates the relationship between intrinsic cues and trust.
- H_{9a}: Attitude towards brand mediates the relationship between reliability and trust.
- H_{9b}: Attitude towards brand mediates the relationship between design and trust.
- H_{9c}: Attitude towards brand mediates the relationship between quality and trust.
- H₁₀: Attitude towards brand mediates the relationship between extrinsic cues and trust.
- H_{10a}: Attitude towards brand mediates the relationship between country of origin and trust.
- H_{10b}: Attitude towards brand mediates the relationship between country image and trust.
- H_{10c}: Attitude towards brand mediates the relationship between perceived risks and trust.
- H_{10d}: Attitude towards brand mediates the relationship between price and trust.
- H₁₁: Attitude towards brand mediates the relationship between service cues and trust.
- H_{11a}: Attitude towards brand mediates the relationship between serviceability and trust.
- H_{11b}: Attitude towards brand mediates the relationship between after sales service and trust.

H_{11c}: Attitude towards brand mediates the relationship between warranty and trust.

2.10.7 Relationship between Product Cues, Attitude towards Brand and Purchase Intention.

Aforementioned studies have indicated that products and services in the market are the bundle of various attributes which are called “cues” (Veale et al., 2006). Likewise we can divide these cues into two categories such as intrinsic and extrinsic cues (Teas & Agarwal, 2000). When consumer focus on product characteristics which are inherent at that moment intrinsic cues are significant while extrinsic cues are not the fundamental part of product such as price, country of origin, country image, warranty and after sales service (Alba, 2000; Kardes, Kim, & Lim, 2001).

Owing to the globalization and emergence of new products and markets consumer awareness is also enhanced and the role of intrinsic and extrinsic cues towards the selection of products has become more decisive (Duncan, 2002). Furthermore, some of the studies have also reported that intrinsic and extrinsic cues are influencing on consumer purchase intention directly (Miyazaki, Grewal, & Goodstain 2005; Lockshin & Hall, 2003). Notwithstanding, limited scholars have examined the effect of products on consumer attitude and purchase intention (Idoko et al., 2013). There is a need to examine the relationship among product cues, attitude towards brand and purchase intention.

H₁₃: Attitude towards brand mediates the relationship between intrinsic cues and purchase intention.

H_{13a}: Attitude towards brand mediates the relationship between reliability and purchase intention.

H_{13b}: Attitude towards brand mediates the relationship between design and purchase intention.

H_{12c} Attitude towards brand mediates the relationship between quality and purchase intention.

H₁₃: Attitude towards brand mediates the relationship between extrinsic cues and purchase intention.

H_{13a}: Attitude towards brand mediates the relationship between country of origin and purchase intention.

H_{13b}: Attitude towards brand mediates the relationship between country image and purchase intention.

H_{13c}: Attitude towards brand mediates the relationship between perceived risks and purchase intention.

H_{13d}: Attitude towards brand mediates the relationship between price and purchase intention.

H₁₄: Attitude towards brand mediates the relationship between service cues and purchase intention.

H_{14a}: Attitude towards brand mediates the relationship between serviceability and purchase intention.

H_{14b}: Attitude towards brand mediates the relationship between after sales service and purchase intention.

H_{14c}: Attitude towards brand mediates the relationship between warranty and purchase intention.

2.10.8 Relationship between Product Cues, Trust and Purchase Intention.

Consumers' buying decision is very complex. Usually purchasing intention is related with consumers' behavior, perception and their attitude. Purchase behavior is an important key point for consumers during considering and evaluating of certain product (Keller, 2001). Ghosh (1990) stated that purchase intention is an effective tool use in predicting purchasing process. Once the consumers decide to purchase the product in certain store, they will be driven by their intention. However, purchase intention might be altered by the influence of price, quality perception and value perception (Zeithaml, 1988) and Grewal et al (1998). In addition, consumers will be interrupted by internal impulse and external environment during purchasing process. Their behavior will be driven by the physiological motivation

that stimulates their respond which bring them to the retail store to fulfill their need (Kim and Jin, 2001).

H₁₅: Trust mediates the relationship between intrinsic cues and purchase intention.

H_{15a}: Trust mediates the relationship between reliability and purchase intention.

H_{15b}: Trust mediates the relationship between design and purchase intention.

H_{15c}: Trust mediates the relationship between quality and purchase intention.

H₁₆: Trust mediates the relationship between extrinsic cues and purchase intention.

H_{16a}: Trust mediates the relationship between country of origin and purchase intention.

H_{16b}: Trust mediates the relationship between country image and purchase intention.

H_{16c}: Trust mediates the relationship between perceived risks and purchase intention.

H_{16d}: Trust mediates the relationship between price and purchase intention.

H₁₇: Trust mediates the relationship between service cues and purchase intention.

H_{17a}: Trust mediates the relationship between serviceability and purchase intention.

H_{17b}: Trust mediates the relationship between after sales service and purchase intention.

H_{17c}: Trust mediates the relationship between warranty and purchase intention.

2.11 Summary

In summary, this chapter established relationships among the dependent and independent variables considered in this research work. To achieve this, relevant previous literatures and theory were used to underpin the relationships among the variables under investigation. These relationships however, are diagrammatized. Moreover, the pieces of literatures unearthed the gaps to be that needed urgent attention from which the statement of problem for this research in previous chapter is formulated.

CHAPTER 3

METHODOLOGY

3.0 Introduction

Methodology discloses the specific method adopted for the data collection of intended study. Therefore, the objective of this chapter is to mention the research design and methodology which is used for hypotheses testing of the current study. The chapter is divided into subsections, such as research design, sample design, sample size, questionnaire, data collection and statistical techniques.

3.1 Research Design

The objective of the study was to investigate the Malaysian consumer's intention towards the purchase of Chinese automobile available in Malaysia. The antecedents of the intention were attitude towards brand with product cues. Furthermore, the correlation of independent and dependent was also test (Hair et al., 2014). For detail analysis researcher of the current study has taken each dimension of product cues separately and investigate its direct and indirect effect on consumer purchase intention towards Chinese automobile. Attitude towards brand and trust were paly mediating role between product cues and intention. All the variables were measured at same point of time therefore cross-sectional method were adopted. According to the concept of cross-sectional all the data collected once from respondents of the selected population (Malhotra & Birks, 2000). For data collection

structured questionnaire was distributed among respondents and this method has enable researcher of the current study to target wider Malaysian geographical area.

3.2 Product Selection

The targeted product of the current study is Chinese automobile in Malaysian market. The selection of automobile is based on several reasons such as scarce studies are available which have examined Malaysian's intention towards Chinese automobile. Likewise, the performance of Chinese automobile may be better than locally assembled Malaysian automotive. Automobile is a luxury product therefore after sales service of Chinese automobile is grabbing local customers' attention. Malaysian consumers are familiar with Chinese products and it is easy for respondents to respond favorably or unfavorably. Malaysian automobile industry is also having a competitive position in the domestic market nevertheless Chinese automobile is receiving reasonable response. There is a need to investigate that although national automobile industry is meeting the market demand then what sort of reasons deviate local customers to gain attention from imported automobiles.

3.3 Population and Sample

Population is the group of people, things or events of interest (Sekaran, 20013). For the aversion of any mistake researchers identify the target population for the selection of sample size. The correct and suitable sample guide researcher to draw some conclusion

which can be later generalized over complete population (Cavana, Delahaye & Sekaran, 2003).

The researcher of the current study has involved the target population of post graduate students (Masters in Business Administration) in Kuala Lumpur and Selangor. The objective to select these post graduate students was as follows: (1) they are mature age people (2) income level of most of the students are reasonable and can afford luxury products (3) due to their vast experience and knowledge about automobile cars.

Table 3.0

Participating Universities and the Overall Response Rate

University / State	N
Universiti Utara Malaysia, Kuala Lumpur	200
Universiti Teknologi Mara, Selangor	750
Universiti Kebangsaan Malaysia, Selangor	300
Universiti Putra Malaysia, Selangor	120
Universiti Teknologi Malaysia, Kuala Lumpur	280
Total	1650

Moreover, the identification of population assist researcher to determine the sample for the study. Likewise, sampling is the most decisive part of the study. It is not possible for researcher to involve whole population of the study therefore to cater this problem sampling is necessary such as sampling help researchers in: (1) lower cost (2) greater accuracy of results (3) greater speed of data collection, and (4) availability of population

elements (Cooper & Schindler, 2001). Some scholars have notion that for better option sampling is useful (Sekaran, 2003). Moreover, for determining the sample some of the pre-requisite measures must be taken into consideration such as homogeneity, selected sample can be measured statistically and the desired precision, and availability of human resources (Cooper & Schindler, 2001).

There are two options for determining the sample size with unknown population one is Krejcie and Morgan (1970) table method and second is Sekaran (2003) suggested table. According to Table 3.0, the rational and reasonable sample is 385. Therefore, researcher of the current study has taken 385 as sample size of the research. Furthermore, aforementioned studies have reported that the sample size of 300 to 500 usually have better reliability in factor analysis results (Field, 2000). Likewise, for multiple regression analysis sample size 300 and 500 was recommended (Pedhazur, 1997).

The unit of analysis for current study was individuals. For the justification, there are few points which were described such as reasonable number of cases for final data analysis, for the control of data and the available data is at individual level for each variable.

3.4 Procedure for Data Collection

The sample size for the present study is 385. It is normally observed that usually the response was quite low. So, to achieve the maximum response rate researchers distribute at least double of the required sample. Therefore, researcher of the present study has distributed 770 questionnaires among the target population.

For data collection self-administered questionnaires technique was used. It was difficult to access the respondents solely therefore researcher has involved his lecturer who have distributed questionnaire in the selected universities in Kuala Lumpur and Selangor. For the convenience and understanding of respondents a brief description of each variable was mentioned above each variable. Along with that a cover letter pertaining to the objective of the study was attached with each variable and this was for the assistants who were involved in data collection procedure.

The response was obtained from each variable for predictor and criterion variables. To address the common method biases for behavioral research studies (Podsakof et al., 2003) have argued that aforementioned researchers indicated that it cannot be measured with different or alternative measures specifically for attitudes and behavioral intentions. The founders of behavioral theory have also mentioned that the information regarding beliefs-attitude-behavioral intention can only be provided by personal itself (Fishbein and Ajzen's, 1967).

3.5 Research Instrument

This section comprised of the measures adopted for data collection of each variable. The researcher of the study is investigating the consumer purchase intention towards Chinese automobile therefore the dependent variable is purchase intention which is the outcome variable. There were two mediating variable one is attitude and second is trust. Moreover, products cues were taken as an independent variable but product cues was further divided into three sections such as intrinsic cues, extrinsic cues and service cues. Mainly, the complete questionnaire was divided into two sections in first section demographical questions were placed whereas in second section all variables' items were placed. For the convenience of respondents second part of the questionnaire was further divided into subsections such as Section A for intrinsic cues, section B comprised for country of origin, section C for warranty items, section D comprised for the questions of price, section E having questions related to perceived risks, section F was for attitude towards brand, section G for 10 items related to country image and section H was the last section for purchase intention's items. Section I comprised of 7 items relating to demographics. All the adopted measures were taken from past studies. Table 3.0 shows the summary of measures used in this study.

Table 3.0
Measurement of the Study

Variables	Sources of Measurement	No. of Items	Questions Number
Product Cues			
Intrinsic Cues			
- reliability	Agrawal & Teas	4	1 - 4
- design	(2002), Field (2000),	4	5 - 8
- quality	Nagashima (1970)	4	9 - 12
Extrinsic Cues			
- Country of Origin	Agrawal & Teas (2002)Netemeyer, Krishnan, Pullig, Wang, Yagci, Dean, Ricks & Wirth (2004)	6	13 - 18
- Warranty	Boulding & Kirmani (1993) Norjaya (2003)	6	19 - 24
- Price	Agrawal & Teas (2002)	7	25 - 31
- Perceived Risks	Field (2000) Peter & Tarpey (1975)	5	32 - 36
- Country Image	Knight, Spreng & Yaprak (2003)	10	37 - 46
Attitude Towards Brand Trust	Burton et al. (1998)	6	47 - 52
	Jarvenpaa, Tractinsky and Saarinen (1999).	5	53 - 57
Purchase Intention	Agrawal & Teas (2002) and Mohammad, Neda & Seyed (2011).	6	58 - 63
Demografic Age, gender, ethnic group, marital status, work, monthly income, knowledge about automobile	Self-construct	6	64 - 69

3.5.1 Intrinsic Cues

To measure the intrinsic cues eight items were taken from (Agrawal and Teas, 2000; Field, 2000; Nagashima, 1970) studies with minor modification to make them suitable for current study. These eight items were representing the intrinsic cues of automobile such as serviceability, durability, reliability, design and quality. All the questions were on five point Likert scale. The items for this scale are shown in Table 3.1.

Table 3.1
Items Relating to Intrinsic Cues Scale



Reliability
reliable
very comfortable
handle well
safe
Service
serviceability
difficult to find spare parts
frequent repairs
expensive spare parts
Quality
high quality
high technology
good value for money
little maintenance

Source: Agrawal & Teas (2002); Field (2000); Nagashima (1970).

3.5.2 Extrinsic Cues

Measurements for extrinsic cues are as follows.

3.5.2.1 Country of Origin

For the measurements of country of origin six items were taken from past studies (Agrawal & Teas, 2002; Netemeyer et. al., 2004). These items reflect the perception of country of origin. All the items were on five point Likert scale from strongly agree to strongly disagree. The items for this scale are shown in Table 3.2.

Table 3.2
Items Relating to Country of Origin Scale



1	is prestigious
2	is innovative in manufacturing
3	is good in designing
4	has high quality in its workmanship
5	is creative in its workmanship
6	has a high level of technological advance

Source: Agrawal & Teas (2002); Netemeyer et. al. (2004).

3.5.2.2 Country image

To measure the country image ten items were adapted from Knight et al. (2003) study. All the items were on five-point Likert scales ranging from strongly disagree to strongly agree. The items for this scale are shown in Table 3.3.

Table 3.3
Items Relating to Country Image Scale

1	people are well educated
2	technical skills of the work force are high
3	products are unreasonably expensive
4	country produces highly technical products
5	products are made with meticulous workmanship
6	products are imitations, not innovations
7	products are distributed world wide
8	products need frequent repairs
9	advertising of products is informative
10	friendly toward other countries in international affairs

Source: Knight et al. (2003).

3.5.2.3 Warranty

For the measurement of respondents' perception regarding warranty six questions were adapted from (Boulding & Kirmani, 1993; Norjaya, 2003). All items were on five-point Likert scales and the options were from strongly disagree to strongly agree. The items for this scale are shown in Table 3.4.

Table 3.4
Items Relating to Warranty Scale

1	the warranty covers all kinds of malfunctions.
2	is repaired without any charges during warranty period.
3	automobile has a warranty card that provides all information on repair services.
4	automobile has a reasonable average warranty period.
5	if automobile were to break down during the period of the warranty, the seller will be capable of repairing the automobile.
6	i am more likely to purchase an automobile that have a warranty from a manufacturer such as Proton.

Source: Boulding & Kirmani (1993); Norjaya (2003).

3.5.2.4 Price

Price variable was measured with seven items adapted from (Agrawal & Teas, 2002) study. The reflection of the price perception was evaluated with these seven items. All items were on five-point Likert scales with rang from strongly disagree to strongly agree. The items for this scale are shown in Table 3.5.

Table 3.5
Items Relating to Price Scale

1	reasonably price.
2	price as an indicator of the quality.
3	is an economical automobile.
4	i consider a good buy.
5	the price is acceptable.
6	automobile appears to be a bargain.
7	is a value buys.

Source: Agrawal & Teas (2002).

3.5.2.5 Perceived Risks

To measure the perceived risks five items were adapted from past studies (Field, 2000; Peter & Tarpey, 1975). All the items were reflecting the perception of respondents regarding perceived risks. Although perceived risk have five dimensions such as physical risks, financial risks, psychological risks, functional risks and social risks. But researcher of the current study has taken it into composed form. All items were on five-point Likert scales. The items for this scale are shown in Table 3.6.

Table 3.6
Items Relating to Perceived Risks Scale

1	What is the probability that a purchase of Chinese made automobile will lead to <i>financial loss</i> for you because it would function poorly or would not meet your expectations based on the amount of money required to pay for it?
2	What is the probability that a purchase of Chinese made automobile will lead to a <i>performance loss</i> for you because it would function poorly or would not meet your needs, desires or expectations very well?
3	What is the probability that a purchase of Chinese made automobile will lead to a <i>physical loss</i> for you because it would not be very safe, would become unsafe or would be dangerous or harmful?
4	What is the probability that a purchase of Chinese made automobile will lead to a <i>psychological loss</i> for you because it would not fit well with your self-image or self-concept?
5	What is the probability that a purchase of Chinese made automobile will lead to a <i>social loss</i> for you because others would think less highly of you?

Source: Field (2000); Peter & Tarpey (1975).

3.5.3 Attitude towards brand

For the measurement of attitude towards brand six items adapted from Burton et al. (1998). All items were on five-point Likert scales ranging from strongly disagree to strongly agree to measure the respondents' perception about attitude towards brand. The items for this scale are shown in Table 3.7.

Table 3.7
Items Relating to Attitude towards Brand Scale

1	Considering value for money, I prefer Chinese made brands compared to other brands.
2	For automobile categories, the best buy is usually the Chinese made brand.
3	I love it when Chinese made brand are available for the automobile categories if I have the intention to purchase.
4	In general, Chinese made brand are good quality automobile.
5	If I buy a Chinese made brand, I always feel that I am getting a good deal.
6	Buying Chinese made brands make me feel good.

Source: Burton et al., (1998).

3.5.4 Trust

For the measurement of trust, five items adapted from Jarvenpaa, Tractinsky and Saarinen (1999).

All items were on five-point Likert scales ranging from strongly disagree to strongly agree to measure the respondents' trust. The items for this scale are shown in Table 3.8.

Table 3.8
Items Relating to Trust

1	Made in China automobile is trustworthy.
2	Made in China automobile is known as one who keeps promises and commitments
3	I trust Made in China automobile keeps my best interests in mind.
4	Made in China automobile has more to lose than to gain by not delivering on their promises.*
5	Made in China automobile meets my expectations.*

Source: Jarvenpaa, Tractinsky and Saarinen (1999).

3.5.5 Purchase intention

To investigate the respondents' perception regarding purchase intention towards automobile four questions adapted from Agarwal & Teas (2002). All items were on five-point Likert scales ranging from strongly disagree to strongly agree. The items for this scale are shown in Table 3.9.

Table 3.9
Items Relating to Purchase Intention Scale

1	I would buy automobile made in China automobile rather than any other automobiles available.
2	I am willing to recommend others to buy made in China automobiles.
3	I am willing to purchase made in China automobiles in the future.
4	If I were to buy an automobile, the probability of buying Chinese made automobile is...
5	The likelihood that I would purchase a Chinese made automobile is...

Source: Agrawal & Teas (2002) and Mohammad, Neda & Seyed (2011).

3.5.6 Demographic profile

Demographical questions are very decisive for the study. These questions help researchers to examine the age, gender, income etc. of the respondents and sometime assist researchers to find that which demographical factors effect on dependent variable or overall model. For this purpose eight items are used for current study. Respondents are required to tick the relevant box of the four items. The items for this scale are shown in Table 3.10.

Table 3.10
Items Relating to Demographics Scale

1	Age
2	Gender
3	Ethnic Group
4	Marital Status
5	Occupation
6	Income
7	Automobile ownership
8	Knowledge on automobile

3.6 Statistical Technique

The analysis of collected data is essential part of any research study which helps researchers to analyze and test the hypotheses of the intended study. For this purpose there are various updated software available in research field but for initial data screening statistical package for social sciences (SPSS) version 22 will be in use for this study. For the intended study normality, multicollinearity, reliability, validity and factor analysis will be run on primary

data. Later, after data screening and cleaning multiple regression tests will be used to test the complete model.

In behavioral study data collected with adopted or adapted questionnaires and respondents sometime skip few questions or sometime give irrational response which effect on the overall results. To deal with such problems SPSS provide options under the heading imputation of missing data. Unengaged response should also be tackle at an early stage.

The normality of data is necessary for better results for this purpose PP plots and QQ plots of SPSS make researcher able to evaluate how much the data is close to the liner line. The items' reliability and validity is necessary because it guide researchers regarding the accuracy of items used for the investigation of latent variable. The adopted questionnaires are taken from past studies and established according to other respondents who are having different literacy rate, understanding level and culture. Therefore, testing reliability and validity ensure researcher that items are suitable for the target population.

To test the underlying structure among variable factor analysis is in used (Hair et al., 2006). The notion behind factor analysis is the reduction of data. Furthermore, the factor analysis converts the huge data into small sets to make it interpretable easily. There are some assumptions for factor analysis such as (Hair et al., 2006):

1. The Kaiser-Meyer Olkin measure of sampling adequacy (KMO) values must exceed .50
2. The Bartlett's test of sphericity is at least significant at .05
3. The anti-image correlation of items is greater than .50
4. The communalities of items must be greater than .50
5. The minimum requirement of factor loading (cut-off) .30 (n=529) based on .50 significant levels.
6. The eigenvalues is considered more than 1 for the factor analysis extraction.

3.7 Summary

In this chapter, the theoretical framework and research methodology including research design, sample design, sample size, questionnaire design, product selection, data collection procedures and statistical techniques were discussed. This study is a cross-sectional survey of Malaysian consumers of their purchase intention for Malaysian made automobile. According to Sekaran (2003), the minimum required sample size for this study is 385 at 95% confidence level. The unit of analysis is individual consumer. Structured questionnaire was used to collect the data. Data were collected from respondents using the drop and pick method. For this study, a total of five construct namely intrinsic cues and extrinsic cues as independent variable, attitude toward brand and trust as mediating

variables and the dependent variable is purchase intention were defined and operationalized.



CHAPTER 4

DATA ANALYSES AND RESULTS

4.0 Introduction

This chapter discusses the findings and the data analysis based on the outcome of the empirical survey carried out for this study. Data was analyzed using SPSS (Version 24) statistical package. The presentation of this chapter is divided into three sections. Firstly, the respondents profile based on their demographic characteristics are highlighted. Secondly, factor and reliability analysis are used to test the construct validity and internal consistency of the measures used in this study. Finally, regression analyses were performed to test the hypotheses.

4.1 Response Rate

Seven public universities that had agreed to participate in this study namely Universiti Utara Malaysia, Universiti Kebangsaan Malaysia, Universiti Putra Malaysia, Universiti Teknologi Malaysia are situated in Kuala Lumpur and Selangor respectively. A total of 770 questionnaires were distributed to the respective universities part time master in business administration students through their lecturers. The lecturers were told to randomly distribute the questionnaire to their respective part time students. Three weeks after the date of distribution, the researcher collected the questionnaires from the heads of department. The process of distribution and collection of the questionnaire took about three months

from August to October 2017. The response rate of each of the participating universities is shown in Table 4.0.

Table 4.0
Participating Universities and the Overall Response Rate

University / State	N	Questionnaire Distributed	Respondents	% Respondents	% of Total Respondents
Universiti Utara Malaysia, Kuala Lumpur	200	93	40	43.00	13.33
Universiti Teknologi Mara, Selangor	750	350	145	41.40	48.33
Universiti Kebangsaan Malaysia, Selangor	300	140	41	29.30	13.67
Universiti Putra Malaysia, Selangor	120	56	19	33.90	6.33
Universiti Teknologi Malaysia, Kuala Lumpur	280	131	55	42.00	18.34
Total	1650	770	300	38.96	100.0

A total of 300 questionnaires were returned from 770 questionnaires that were distributed. The response rate is 38.96%. From the 300 questionnaires returned, a total of 24 questionnaires were rejected due to several reasons such as incomplete answers. Therefore, only 276 (35.84%) questionnaires were coded and analyzed.

4.2 Respondents Profile

The demographic data of respondents collected for this study is an important aspect of the study since the findings could probably be different from other studies. The data is presented in Table 4.1.

Table 4.1
Profile of Respondents

Demographics	Category	Frequency	%
Age	< 25	63	22.8
	25 – 35	81	29.4
	36 – 45	62	22.5
	46 – 55	52	18.8
	> 56	18	6.5
Gender	Male	172	62.4
	Female	104	37.6
Ethnic group	Malay	157	56.9
	Chinese	88	31.9
	Indian	31	11.2
	Others	-	-
Marital	Single	107	38.8
	Married	151	54.7
	Divorced / Separated	18	6.5
Occupation	Public sector	60	21.8
	Private sector	130	47.1
	Business	70	25.4
	Unemployed	16	5.8
Monthly income	Less than RM 1000	16	5.8
	RM 1001 - RM 2000	63	22.8
	RM 2001 - RM 3000	77	27.9
	RM 3001 - RM 4000	75	27.2
	More than RM 4001	45	16.3

Respondents were asked questions pertaining to age, gender, ethnicity, marital status, occupation and income. The majority of the respondents are in the 25-35 age group (29.4%), followed by less than 25 age group (22.8%). Next, the 36-45 age group (22.5%), followed by 46-55 age group (18.8%) and 6.5% are in the > 56 age group. In terms of gender, female outnumbered the male respondents. From the total of 276 respondents, 172 (62.4%) are male compared to 104 (37.6%) female. In terms of ethnic group, the majority are Malays (56.9%), followed by Chinese (31.9%), Indian (11.2%) and no respondents from other races. In terms of marital status, 151 or 54.7% are married, 107 (38.8%) are single and 18 (6.5%) are either divorced or separated.

A total of 130 (47.1%) respondents are employed in the private sector, followed by public sector (60 or 21.8%), business (70 or 25.4%) and unemployed (16 or 5.8%). On income, 16% or (5.8%) of the respondents earned less than RM 1000, followed by those earning between RM 1001 - RM 2000 (22.8%) and those earning between RM 2001 - RM 3000 (27.9%). Meanwhile, 27.2% of the respondents earned between between RM 3001 - RM 4000. A percentage of 16.3% has a monthly income of more than RM 4001.

4.3 Goodness of Measures

The procedures for testing the goodness of measures must be utilized prior to any analysis which include factor and reliability analysis (Sekaran, 2003). The main purpose for conducting an exploratory factor analysis is to reduce the number of items to a smaller set

of factors (Hair et al., 2006). Factors that had been cleaned were then named and summated scale scores were computed for each factor. The internal consistency of the newly found factors was examined by computing the Cronbach's alpha values of higher than .60 (Hair et al., 2006).

4.3.1 Factor Analyses

Factor analysis can establish whether a common factor or more than one factor is present in the responses to the items. Some items sometimes represent the same ideas of certain items that were going to be explored. Hair et al. (2006) have suggested that factor analysis be used to understand the underlying structure in the data matrix, to identify the most parsimonious set of variables, and to establish the goodness of measures for testing the hypotheses.

Hair et al. (2006) has outlined six assumptions in conducting factor analysis:

1. Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy values must exceed .50.
2. Bartlett's test of sphericity is at least significant at .05.
3. Anti-image correlation of items is greater than .50.
4. Communalities of items must be greater than .50.
5. Minimum requirement of factor loading is .30 ($n = 500$) based on a .05 significant level.
6. Eigenvalues is considered more than 1 for the factor analysis extraction, and this guideline was used in this research.

4.3.1.1 Factor Analysis on Product Cues

Exploratory factor analysis was undertaken to evaluate the validity of the product cues, which comprises the intrinsic, extrinsic cues and service cues. Initially, there were 46 items for the product cues: 12 items relating to intrinsic cues and for extrinsic cues - 6 items relating to country of origin, 7 items measuring price, 5 items relating to perceived risks and 10 items concerning country image. For service cue – 6 items relating to warranty. Principal components analysis with orthogonal varimax rotation was used to determine how many factors were appropriate and which items belonged together. Initial results of the analysis on the 46 product cues items revealed that 35 items had either high cross-loadings (.30 and above) or low factor loadings (.30 or below). These items were eliminated from further analyses due to low factor loadings or high cross-loadings as suggested by Igbaria, Livari, & Maragah (1995) and Hair et al. (2006). Factor analysis was rerun on the remaining 31 product cues items.

Several statistical values in factor analysis were observed to establish whether the items are suitable to be factor analyzed. This is done by examining the values of Measure of Sampling Adequacy (MSA), Kaiser-Meyer-Olkin (KMO) and the Bartlett's test of Sphericity. In this study, the MSA value for the individual items was set to be above .50 and the KMO (overall items) value to be above .60 (Blaikie, 2003). Another important statistical test is the Bartlett's test of sphericity. This test can detect the presence of significant correlations among the variables. If the value of the test is large and significant ($p < .05$), then it is appropriate to proceed with the factor analysis (Hair et al., 2006).

The results of the factor analysis for product cues have shown seven factors, with factors loading ranging from .56 to .83. The measure of sampling adequacy (MSA) is .94 which indicates that the items were interrelated and they shared common factors. Bartlett's Test of Sphericity is significant (approximate Chi-Square 8932.18, $p < .001$), which indicated that there is sufficient number of significant intercorrelations for factor analysis.

Results of the varimax rotated analysis indicated the existence of seven significant factors with eigenvalues greater than one that explained 65.92% of the variance. The results of a scree test also provided support for four factor solution.

4.3.1.2 Factor Analysis on Attitude towards Brand

Factor and reliability analyses were conducted on attitude towards brand of China automobile. The results of the factor and reliability analyses, with factor loading for this factor ranged from .79 to .86. The measure of sampling adequacy (MSA) is .83 and the Bartlett's Test of Sphericity is significant. Both have indicated that there is sufficient number of significant intercorrelations for factor analysis. Results of the varimax rotated analysis indicated the existence of four significant factors with eigenvalues greater than one that explained 57.31% of the variance. The results are presented in Table 4.2. Accordingly, the factor of attitude towards brand is represented by six items relating to consumers attitude towards a particular brand of automobile.

Table 4.2
Results of the Factor Analysis on Attitude towards Brand

Attitude Towards Brand (Mediating Variable)	Factor Loading 1
Considering value for money, I prefer Chinese made brands compared to other brands.	.86
For automobile categories, the best buy is usually the Chinese made brand.	.84
I love it when Chinese made brand are available for the automobile categories if I have the intention to purchase.	.83
In general, Chinese made brand are good quality automobile.	.80
If I buy a Chinese made brand, I always feel that I am getting a good deal.	.79
Eigenvalues	3.44
Percentage Variance Explained	57.31
Total Variance Explained	57.31
KMO	.83
Bartlett's Test of Sphericity	1455.33***

Note: No items were deleted

4.3.1.3 Factor Analysis on Trust

Factor and reliability analyses were conducted on trust of China automobile. The results of the factor and reliability analyses, with factor loading for this factor ranged from .79 to .86. The measure of sampling adequacy (MSA) is .83 and the Bartlett's Test of Sphericity is significant. Both have indicated that there is sufficient number of significant intercorrelations for factor analysis. Results of the varimax rotated analysis indicated the existence of four significant factors with eigenvalues greater than one that explained 57.31% of the variance. The results are presented in Table 4.3. Accordingly, the factor of attitude towards brand is represented by five items relating to consumers attitude towards a particular brand of automobile.

Table 4.3
Results of the Factor Analysis on Attitude towards Brand

Trust (Mediating Variable)	Factor Loading 1
Made in China automobile is trustworthy.	.86
Made in China automobile is known as one who keeps promises and commitments	.84
I trust Made in China automobile keeps my best interests in mind.	.83
Made in China automobile has more to lose than to gain by not delivering on their promises.*	.80
Made in China automobile meets my expectations.*	.79
Eigenvalues	3.44
Percentage Variance Explained	57.31
Total Variance Explained	57.31
KMO	.83
Bartlett's Test of Sphericity	1455.33***

Note: No items were deleted

4.3.1.4 Factor Analysis on Purchase Intention

Finally, factor and reliability analyses were also conducted on purchase intention of Proton automobile. The results of the factor and reliability analyses, with factor loading for this factor ranging from .84 to .88. The measure of sampling adequacy (MSA) is .76 and the Bartlett's Test of Sphericity is significant. Both have indicated that there is sufficient number of significant intercorrelations for factor analysis. Results of the varimax rotated analysis indicated the existence of four significant factors with eigenvalues greater than one that explained 74.65 % of the variance. The results are presented in Table 4.4. Accordingly, the factor of purchase intention is represented by four questions relating to intention to purchase a particular brand of automobile.

Table 4.4
Results of the Factor Analysis on Purchase Intention

Purchase Intention (Dependent Variable)	Component 1
I would buy automobile made in China automobile rather than any other automobiles available.	.88
I am willing to recommend others to buy made in China automobiles.	.88
I am willing to purchase made in China automobiles in the future.	.86
If I were to buy an automobile, the probability of buying Chinese made automobile is...	.84
Eigenvalues	2.99
Percentage Variance Explained	74.65
Total Variance Explained	74.65
KMO	.76
Bartlett's Test of Sphericity	1298.08

Note: No items were deleted

4.3.2 Reliability Analyses

The reliability for each measure was examined by computing its Cronbach's alpha. The reliability of a measure indicates the stability and consistency of the instrument in measuring a concept and helps to assess the goodness of a measure (Sekaran, 2003). Sekaran (2003) suggested that the minimum acceptable reliability is set at .60. Therefore, as shown in Table 4.6, the Cronbach alphas of the measure were all above the lower limit of acceptability (Cronbach's alpha > .60).

The Cronbach's alpha for reliability is .944, country image .921, perceived risks .873, and warranty .916. The reliability coefficient for attitude towards brand is .905, trust is .866 and for purchase intention is .902. Therefore, as shown in Table 4.5, the Cronbach alphas

of the measure were all above the lower limit of acceptability (Cronbach's alphas > .60). Hence, all the measure is highly reliable.

Table 4.5
Reliability Coefficients for the Major Variables

Variable	Number of items	Cronbach Alpha
Independent variable (Product cues)		
Price	7	.91
Country of Origin	5	.91
Country image	7	.921
Warranty	6	.905
Design	4	.81
Mediating variable		
Attitude towards brand	6	.905
Trust	4	.866
Dependent variable		
Purchase intention	5	.902

4.3.3 Descriptive Analysis

To understand the variability and interdependence of the subscales derived from the factor analyses, the means, standard deviations, and intercorrelations for each factor were computed. The means of the items in each of the factor were then used for hypotheses testing. The means and standard deviations of the study variables are shown in Table 4.8. Responses to all items to the study variables were made on a 5-point Likert scale (1 = *strongly disagree* to 5 = *strongly agree*). The following criteria based on the mean scores were used to determine the levels of agreement of the variables. A mean score of 2.00 or

less were considered as “low”; mean scores of 3.00 as “moderate”; while mean scores of 4.00 or higher were termed as “high”.

Results from Table 4.6 have shown that product cues were perceived only as moderate by consumers [reliability ($M= 3.15$, $SD= .87$), country image ($M= 3.05$, $SD= .86$), perceived risks ($M= 3.25$, $SD= .74$) and warranty ($M= 3.19$, $SD= .72$). This means that consumers only have moderate perception regarding product cues of an automobile. For the mediating variable, consumers have also indicated a moderate level of attitude towards brand of automobile ($M = 3.13$, $SD = .89$) and trust ($M = 3.13$, $SD = .89$). Similarly, the level of purchase intentions was also moderate ($M = 3.36$, $SD = .93$).

Table 4.6
Mean Score and Standard Deviation

Variables	Mean	Standard Deviation
Independent variable (Product cues)		
Reliability	3.15	.87
Country image	3.25	.74
Perceived risks	3.19	.72
Design	3.10	.83
Mediating variable		
Attitude towards brand	3.13	.89
Trust		
Dependent variable		
Purchase intention	3.36	.93

4.3.4 Correlations Analysis

The Pearson product-moment correlation coefficients (r) were computed to examine the correlations and directions among the study variables to determine the interdependency of the study variables. Before conducting a correlation analysis, preliminary analyses were undertaken to ensure no violation of the assumptions of linearity, normality, and homoscedasticity. The distributions of scores of the study variables were inspected through histograms and scatterplots. No violations of the assumptions were found. For the behavioral sciences, correlation coefficients of .10, .30, .50, irrespective of the sign, are typically interpreted as small, medium, and large coefficients, respectively (Green, Salkind, & Akey, 1997). Very high correlations exceeding .90 indicates the existence of multicollinearity (Hair et al., 2006). Table 4.7 shows the intercorrelations of the study variables.



Results of the Pearson correlation matrix for the study variables, as in Table 4.7, have shown that 40 out of the 45 intercorrelations were statistically significant. Correlations among product cues dimensions were statistically significant, ranging from -.11 to .65.

The dimensions of product cues are significant and positively correlated with each other and with purchase intention. For instance, purchase intention is correlated with reliability ($r = .45, p < .01$), country image ($r = .43, p < .01$), perceived risks ($r = .37, p < .01$) and warranty ($r = .31, p < .01$).

The dimensions of product cues are significantly and positively correlated with each other and with attitude towards brand. The positive and significant correlation of reliability ($r = .45, p < .01$), country image ($r = .43, p < .01$), perceived risks ($r = .37, p < .01$) and warranty ($r = .31, p < .01$) with attitude towards brand indicating that the relationships are as hypothesized.

Attitude towards brand variables are found to be positively and significantly correlated with the purchase intention ($r = .64, p < .01$) as hypothesized and thus indicating that a mediating role attitude towards brand on the relationship between product cues and purchase intention could be establish.

The dimensions of product cues are significantly and positively correlated with each other and with trust. The positive and significant correlation of reliability ($r = .45, p < .01$), country image ($r = .43, p < .01$), perceived risks ($r = .37, p < .01$) and warranty ($r = .31, p < .01$) with trust indicating that the relationships are as hypothesized.

Trust are found to be positively and significantly correlated with the purchase intention ($r = .64, p < .01$) as hypothesized and thus indicating that a mediating role trust on the relationship between product cues and purchase intention could be established.

Although, correlations among most of the variables were significant, the strength of the correlations was less than .90, which indicates that there was no serious multicollinearity (Hair et al., 2006). The results of the correlation analysis conducted on the study variables have suggested that if respondents have higher positive perceptions on product cues, they tend to have a greater attitude towards brand. Consequently, the results have shown that the higher the attitude towards brand, the higher the intention to purchase by the respondents.

Table 4.7
Intercorrelations of the Major Variables

	Variables	1	2	3	4	5	6	7	8	9	10
1	Reliability	.50**	.48**	.51**	-						
2	Country image	.57**	.65**	.60**	.61**	-					
3	Perceived risks	.42**	.44**	.41**	.50**	.49**	-				
4	Warranty	-.07	-.04	-.07	-.17**	-.11*	.01	-			
5	Attitude	.52**	.54**	.48**	.62**	.59**	.43**	-.15**	-		
6	Trust	.25**	.34**	.32**	.25**	.32**	.26**	-.00	.42**	-	
7	Intention	.37**	.45**	.43**	.53**	.48**	.31**	-.14**	.64**	.41**	-

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

* Correlation is significant at the 0.05 level (2-tailed).

Results from the factor analysis have shown that there is a need to modify the existing theoretical framework. There are changes in the product cues (independent variables) dimension but no changes were necessary for the mediating and dependent variable.

From the exploratory factor analysis results, the dimensions of product cues were reduced from ten to only four dimensions. The dimensions retained are reliability, country image, perceived risks and warranty. The items for reliability, country image, perceived risks and warranty was retained. Thus, the slightly modified conceptual framework is proposed and presented in Figure 4.0.

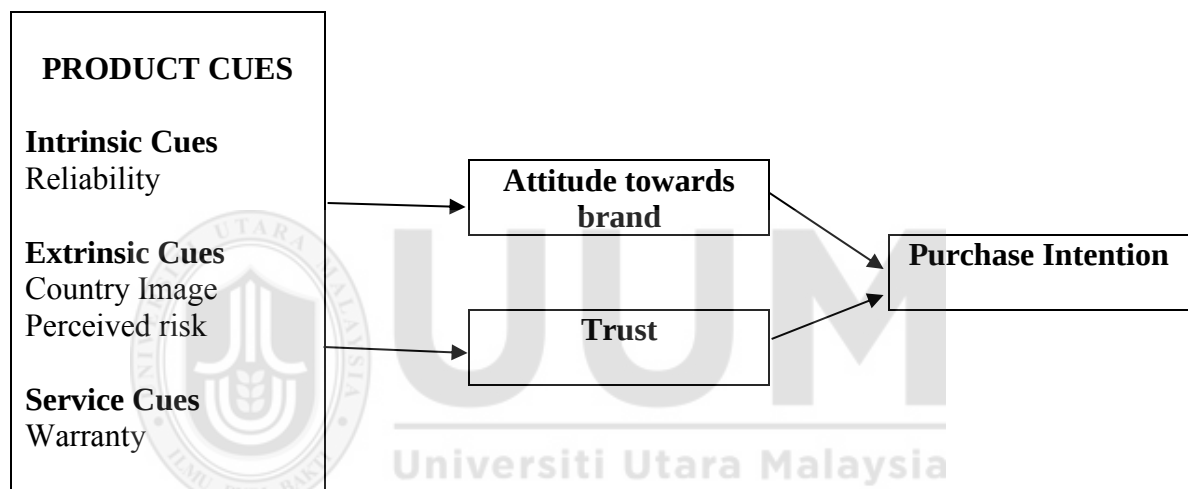


Figure 4.0
The Modified Theoretical Framework

4.4 Restatement of Hypotheses

Restatements of hypotheses are required base on the modified conceptual framework. There would be five major hypotheses with twenty one corollary hypotheses. These hypotheses will be tested using multiple regression analysis and hierarchical multiple analysis and followed by a detail discussion of its outcome. These hypotheses are presented in Table 4.9.

Table 4.8
Restated Hypotheses

Statements of Hypotheses	
H1	There is a positive and significant relationship between product cues and purchase intention
H1a	There is a positive and significant relationship between reliability and purchase intention.
H1b	There is a positive and significant relationship between country image and purchase intention.
H1c	There is a positive and significant positive relationship between perceived risks and purchase intention.
H1d	There is a positive and significant relationship between warranty and purchase intention.
H2	There is a positive and significant relationship between product cues and attitude towards brand.
H2a	There is a positive and significant relationship between reliability and attitude towards brand.
H2b	There is a positive and significant relationship between country image and attitude towards brand.
H2c	There is a positive and significant relationship between perceived risks and attitude towards brand.
H2d	There is a positive and significant relationship between warranty and attitude towards brand.
H3	There is a positive and significant relationship between product cues and trust.
H3a	There is a positive and significant relationship between reliability and trust.
H3b	There is a positive and significant relationship between country image and trust.
H3c	There is a positive and significant relationship between perceived risks and trust.
H3d	There is a positive and significant relationship between warranty and trust.
H4	There is a positive and significant relationship between attitude towards brand and purchase intention.
H5	There is a positive and significant relationship between trust and purchase intention.

Table 4.8 *continued...*

Statements of Hypotheses	
H6	Attitude towards brand mediates the relationship between product cues and purchase intention.
H6a	Attitudes towards brand mediates the relationship between reliability and purchase intention.
H6b	Attitudes towards brand mediates the relationship between country image and purchase intention.
H6c	Attitudes towards brand mediates the relationship between perceived risks and purchase intention.
H6d	Attitudes towards brand mediates the relationship between warranty and purchase intention.
H7	Trust mediates the relationship between product cues and purchase intention.
H7a	Trust mediates the relationship between reliability and purchase intention.
H7b	Trust mediates the relationship between country image and purchase intention.
H6c	Trust the relationship between perceived risks and purchase intention.
H7d	Trust mediates the relationship between warranty and purchase intention.

4.5 Multiple Regression Analysis

Hierarchical multiple regressions were used to investigate the relationship between the independent variables and the dependent variable as posited in the research hypotheses. Regression analysis is considered appropriate for this study since both the independent and dependent variables were measured on a continuous scale. The four assumptions underlying multiple regressions analysis as suggested by Hair et al. (2006) were initially examined and followed as discussed in chapter 3.

4.5.1 The relationship between Product Cues to Purchase Intention

Multiple Regression analysis was carried out to test the direct relationship between product cues (reliability, country image, perceived risks and warranty) and purchase intention of automobile (Figure 4.2).

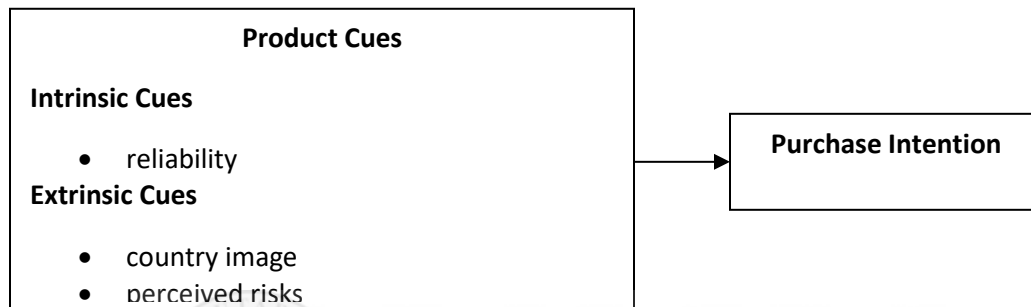


Figure 4.1
The Relationship Between Product Cues and Purchase Intention

Hypotheses H1 (and its corollary hypotheses) are hypothesized as having a positive and significant relationship between all dimension of product cues and purchase intention as presented in Table 4.9. To test the hypotheses, multiple regression analysis was carried out to determine the relationship between product cues (reliability, country image, perceived risks and warranty) and purchase intention.

Table 4.9

Multiple Regression Analysis: Product Cues and Purchase Intention

Dependent Variable	Independent Variables	Beta
Purchase Intension	reliability,	.380***
	country image	.046
	perceived risks	-.228***
	warranty	.219**
R^2		.646
Adjusted R^2		.641
F		123.49***

Note. Significant levels * $p < .05$, ** $p < .01$, *** $p < .001$

From the results (Table 4.9), it was found that the four dimensions of product cues explain 64.60% ($R^2 = .646$) of the variance in purchase intention. The dimension of product cues namely reliability, ($\beta = .380***$, $p < .001$), country image ($\beta = .046$, ns), perceived risks ($\beta = -.228***$, $p < .001$), warranty ($\beta = .219***$, $p < .01$), have shown that reliability, perceived risks and warranty are significantly associated with purchase intention. Meanwhile, country image has no significant relationship with purchase intention. The results of hypotheses testing are summarized in Table 4.10.

Table 4.10

Summary of the Hypotheses Testing Results from Multiple Regression Analysis

Hypotheses testing		Results
H1	There is a positive and significant relationship between product cues and purchase intention	Partially supported
H1a	There is a positive and significant relationship between reliability and purchase intention.	Supported
H1b	There is a positive and significant relationship between country image and purchase intention.	Not supported
H1c	There is a positive and significant relationship between perceived risks and purchase intention.	supported
H1d	There is a positive and significant relationship between warranty and purchase intention.	Supported

4.5.2 The relationship between Product Cues and Attitude towards Brand

Multiple regression analysis was carried out to test the direct relationship between product cues and attitude towards brand (Figure 4.2).

Hypotheses H2 (and its corollary hypotheses) are hypothesized as having a positive and significant relationship between all dimensions of product cues and attitude towards brand as presented in Table 4.11. To test the hypotheses, multiple regression analysis was carried out to determine the relationship between product cues (reliability, country image, perceived risks and warranty) and attitude towards brand.

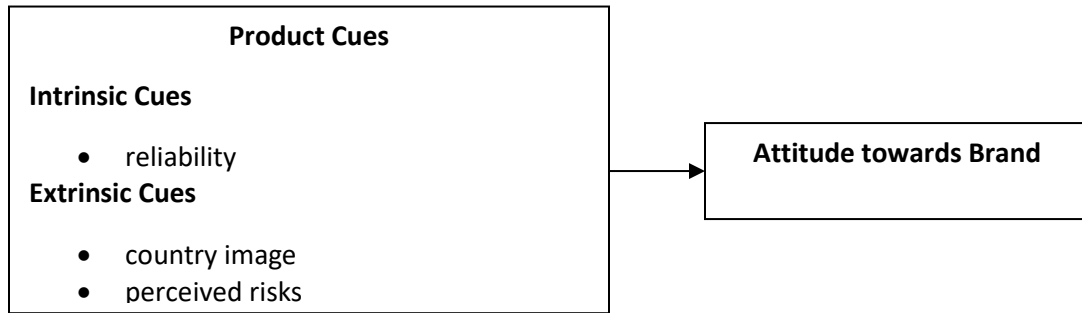


Figure 4.2
The Relationship Between Product Cues and Attitude Towards Brand

From the results (Table 4.11), it was found that the four dimensions of product cues explain 73.2% ($R^2 = .732$) of the variance in attitude towards brand. The dimension of product cues namely reliability ($\beta = .226^{**}$, $p < .01$), perceived risks ($\beta = -.429^{***}$, $p < .001$), country image ($\beta = .198^{**}$, $p < 0.01$), warranty ($\beta = .084$, ns). Results have shown that reliability, perceived risks and image are significantly associated with purchase intention. Therefore, it could be concluded that H2a, H2b and H2d are supported. The results of hypotheses testing are summarized in Table 4.12.

Table 4.11

Multiple Regression Analysis: Product Cues and Attitude towards Brand

Dependent Variable	Independent Variables	Beta
<i>Attitude Towards Brand</i>	Reliability	.226**
	Perceived risks	-.424***
	Country image	.198**
	warranty	.084
	R^2	.732
	Adjusted R^2	.729
	F	185.504***

Note. Significant levels * $p < .05$, ** $p < .01$, *** $p < .001$

Table 4.12

Summary of the Hypotheses Testing Results from Multiple Regression Analysis

	Hypotheses testing	Results
H2	There is a positive and significant relationship between product cues and attitude towards brand.	Partially supported
H2a	There is a positive and significant relationship between reliability and attitude towards brand.	Supported
H2b	There is a positive and significant relationship between country image and attitude towards brand.	Supported
H2c	There is a negative and significant relationship between perceived risks and attitude towards brand.	Supported
H2d	There is a positive and significant relationship between warranty and attitude towards brand.	Not supported

4.5.3 The relationship between Product Cues and Trust

Multiple regression analysis was carried out to test the direct relationships between product cues and trust (Figure 4.3).

Hypotheses H3 (and its corollary hypotheses) are hypothesized as having a positive and significant relationship between all dimensions of product cues and trust as presented in Table 4.13. To test the hypotheses, multiple regression analysis was carried out to determine the relationship between product cues (reliability, country image, perceived risks and warranty) and trust.



Figure 4.3
The Relationship Between Product Cues and Trust

From the results (Table 4.13), it was found that the four dimensions of product cues explain 67.77% ($R^2 = .677$) of the variance in trust. The dimension of product cues namely reliability ($\beta = .210^*$, $p < .01$), country image ($\beta = .115$, ns), warranty ($\beta = .263^{***}$, $p < .001$), risks ($\beta = -.316$, $p < .001$). Results show that reliability, perceived risks and warranty are

significantly associated with trust. Therefore, it could be concluded that H2a, H2b and H2d are supported. The results of hypotheses testing are summarized in Table 4.14.

Table 4.13
Multiple Regression Analysis: Product Cues and Trust

Dependent Variable	Independent Variables	Beta
<i>Trust</i>	Reliability	.210*
	Perceived risks	-.316***
	Country image	.115
	Warranty	.263***
	<i>R</i> ²	.677
	Adjusted <i>R</i> ²	.672
	<i>F</i>	142.01***

Note. Significant levels * $p < .05$, ** $p < .01$, *** $p < .001$

Table 4.14
Summary of the Hypotheses Testing Results from Multiple Regression Analysis

Hypotheses testing		Results
H2	There is a positive and significant relationship between product cues and trust towards brand.	Partially supported
H3a	There is a positive and significant relationship between reliability and trust.	Supported
H3b	There is a positive and significant relationship between country image and trust.	Not supported
H3c	There is a negative and significant relationship between perceived risks and trust.	Supported
H3d	There is a positive and significant relationship between warranty and trust.	Supported

4.5.4 The Relationship between Attitude Towards Brand To Purchase Intention

Multiple regression analysis was carried out to test the direct relationship between attitude towards brand and purchase intention (Figure 4. 4).

Hypotheses H4 are hypothesized as having a positive and significant relationship between attitude towards brand and purchase intention (Table 4.15). To test the hypotheses, multiple regression analysis was carried out to determine the relationship between attitudes towards brand and purchase intention.

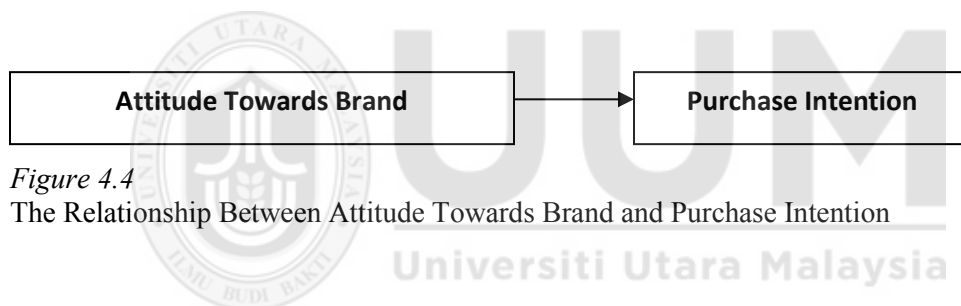


Figure 4.4

The Relationship Between Attitude Towards Brand and Purchase Intention

From the results (Table 4.15), it was found that attitude towards brand **explain 41.10% ($R^2 = .41$) of the variance in purchase intention. The dimension of attitude towards brand ($\beta = .64^{**}$, $p < .001$) is positively and significantly associated with purchase intention.** Therefore, it could be concluded that H4 is supported. The results of hypotheses testing are summarized in Table 4.16.

Table 4.15

Multiple Regression Analysis: Attitude Towards Brand and Purchase Intention

Dependent Variable	Independent Variables	Beta
Purchase Intention	Attitude Towards Brand	.64***
	R^2	.41
	Adjusted R^2	.41
	F	367.57***

Note. Significant levels * $p < .05$, ** $p < .01$, *** $p < .001$

Table 4.16

Summary of the Hypotheses Testing Results from Multiple Regression Analysis

	Hypotheses testing	Results
H4	There is a positive and significant relationship between attitude towards brand and purchase intention.	Supported

4.5.5 The Relationship between Trust and Purchase Intention

Multiple regression analysis was carried out to test the direct relationship between trust and purchase intention (Figure 4. 5).

Hypotheses H4 is hypothesized as having a positive and significant relationship between trust and purchase intention (Table 4.17). To test the hypotheses, multiple regression analysis was carried out to determine the relationship between trust and purchase intention.

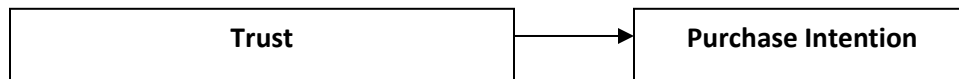


Figure 4.5
The Relationship Between Trust and Purchase Intention

From the results (Table 4.16), it was found that trust explain 41.10% ($R^2 = .41$) of the variance in purchase intention. The dimension of attitude towards brand ($\beta = .64^{**}$, $p < .01$) are positively and significantly associated with purchase intention. Therefore, it could be concluded that H4 is accepted. The results of hypotheses testing are summarized in Table 4.18.

Table 4.17
Multiple Regression Analysis: Trust and Purchase Intention

Dependent Variable	Independent Variables	Beta
Purchase Intention	Trust	.64***
	R^2	.41
	Adjusted R^2	.41
	F	367.57***

Note. Significant levels * $p < .05$, ** $p < .01$, *** $p < .001$

Table 4.18
Summary of the Hypotheses Testing Results from Multiple Regression Analysis

Hypotheses testing	Results
H5 There is a positive and significant relationship between trust and purchase intention.	Supported

4.6 Test of Mediation

The hierarchical regression analyses were carried out to examine the relationship between independent variables and dependent variable in the model. To test the mediating effect, Baron & Kenny's (1986) approach was implemented as shown in Figure 4.6. Specifically, hypothesis 4 posits that attitude towards brand mediates the relationship between product cues and purchase intention.

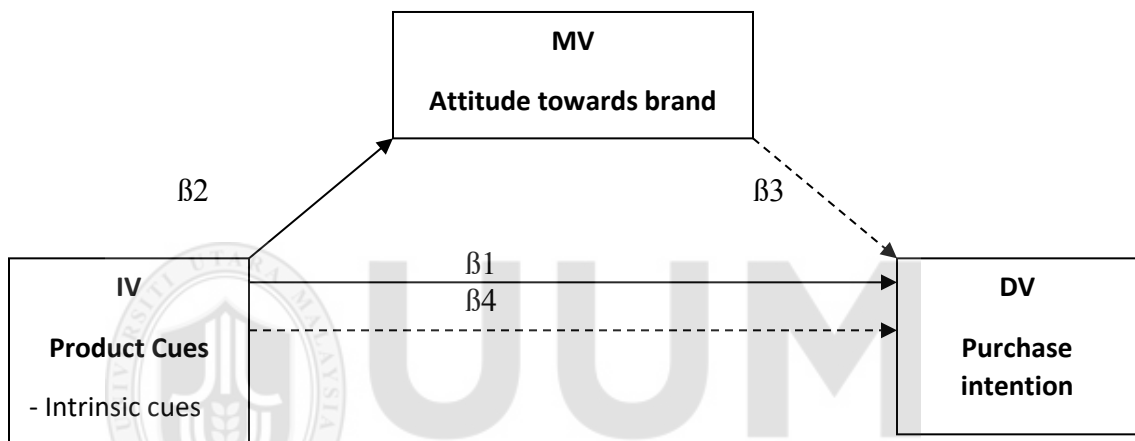


Figure 4.6
Mediation Model: Baron & Kenny (1986)

Equation 1 : β_1 must be significant
(IV must influence DV significantly)

Equation 2 : β_2 must be significant
(IV must influence MV significantly)

Equation 3 : β_3 must be significant
(MV must influence DV significantly)

Equation 4 : If β_4 is not significant, Y is fully mediated. If β_4 is significant, Y is partially mediated

4.6.1 The Mediating Effect of Attitude Towards Brand On The Relationship Between Product Cues And Purchase Intention

Multiple regression analysis was carried out to test the mediating effect of attitude towards brand on the relationship between product cues (reliability, perceived risks and warranty) and purchase intention. Based on the conditions above, country image is excluded because it does not have a significant relationship with the mediating variables (Figure 4.7).

Hypotheses H6 are hypothesized that attitude towards brand mediates the relationship between reliability, country image, perceived risks and warranty and purchase intention as presented in Table 4.19. To test the hypotheses, hierarchical regression analysis were carried out to determine the mediation effect of attitude towards brand.

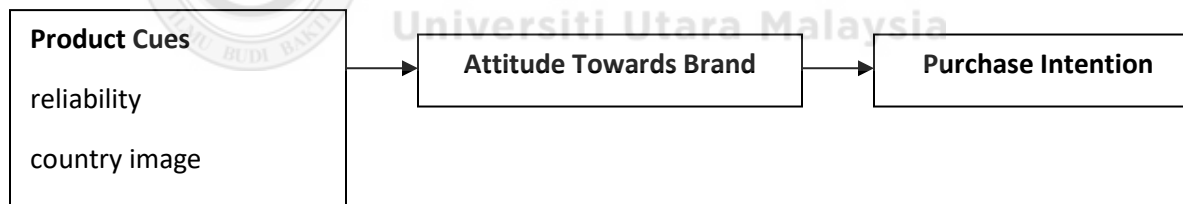


Figure 4.7

Attitude Towards Brand Mediating The Relationship Between Product Cues And Purchase Intention

As shown in Table 4.19, attitude towards brand has partially mediated the relationship between the three dimensions of product cues (reliability, perceived risks and warranty) and purchase intention. The inclusion of attitude towards brand has resulted in significant standard beta coefficient in step 2 for the independent variables. Therefore, it could be

concluded that H6 is supported. The results of hypotheses testing are summarized in Table 4.20.

Table 4.19
Hierarchical Regression Results Using Attitude Towards Brand As A Mediator In The Relationship Between Product Cues And Purchase Intention

Dependent Variable	Independent Variable	Std Beta Step 1	Std Beta Step 2
Purchase Intention	Reliability	.226***	.226***
	Country image	.198**	-.089
	Perceived risks	-.429***	.064
	warranty	.084	.162**
Mediating			
	Attitude Towards Brand		.681***
	R^2	.732	.770
	Adjusted R^2	.729	.765
	R^2 Change	.732	.038
	F	185.504***	180.452***

Note. Significant levels * $p < .05$, ** $p < .01$, *** $p < .001$

Table 4.20
Summary of the Hypotheses Testing Results from Multiple Regression Analysis

	Hypotheses testing	Results
H6	Attitude towards brand mediates the relationship between product cues and purchase intention.	Partial mediation
H6a	Attitudes towards brand mediates the relationship between reliability and purchase intention.	Partial mediation
H6b	Attitudes towards brand mediates the relationship between country image and purchase intention.	Full mediation
H6c	Attitudes towards brand mediates the relationship between perceived risks and purchase intention.	Full mediation
H6d	Attitudes towards brand mediates the relationship between warranty and purchase intention.	No mediation

4.6.2 The Mediating Effect of Trust On The Relationship Between Product Cues And Purchase Intention

Multiple regression analysis was carried out to test the mediating effect of trust on the relationship between product cues (reliability, country image, perceived risks and warranty) and purchase intention. However, based on the conditions above, reliability, country image, perceived risks and warranty are included to test the mediation effect (Figure 4.8).

Hypotheses H7 are hypothesized that attitude towards brand mediates the relationship between reliability, country image, perceived risks and warranty and purchase intention as presented in Table 4.16. To test the hypotheses, hierarchical regression analysis were carried out to determine the mediation effect of attitude towards brand.

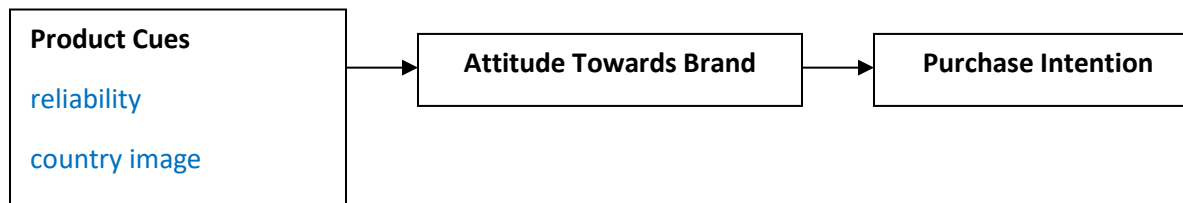


Figure 4.8

Attitude Towards Brand Mediating The Relationship Between Product Cues And Purchase Intention

As shown in Table 4.21, attitude towards brand has partially mediated the relationship between the three dimensions of product cues (reliability, country image, perceived risks and warranty) and purchase intention. The inclusion of attitude towards brand has resulted

in significant standard beta coefficient in step 2 for the independent variables. Therefore, it could be concluded that H4 are accepted. The results of hypotheses testing are summarized in Table 4.22.

Table 4.21
Hierarchical Regression Results Using Attitude Towards Brand As A Mediator In The Relationship Between Product Cues And Purchase Intention

Dependent Variable	Independent Variable	Std Beta Step 1	Std Beta Step 2
Purchase Intention	Reliability	.194*	.293***
	Country image	.112	-.004
	Perceived risks	-.315***	-.087
	warranty	.282***	.092
	Mediating		
	Attitude Towards Brand		.448***
	R^2	.677	.711
	Adjusted R^2	.672	.705
	R^2 Change	.672	.034
	F	142.001***	132.571***

Note. Significant levels * $p < .05$, ** $p < .01$, *** $p < .001$

Table 4.22
Summary of the Hypotheses Testing Results from Multiple Regression Analysis

Hypotheses testing		Results
H6	Attitude towards brand mediates the relationship between product cues and purchase intention.	Partial mediation
H7a	Trust mediates the relationship between reliability and purchase intention.	Partial mediation
H7b	Trust mediates the relationship between country image and purchase intention.	No mediation
H6c	Trust the relationship between perceived risks and purchase intention.	Full mediation
H7d	Trust mediates the relationship between warranty and purchase intention.	Full mediation

4.7 Summary of Findings

The data used in this study was generated from 276 respondents which represents a response rate of 35.84%. Different tests were carried to analyze the data. The results of the factor analysis have indicated that there are 4 factors for product cues dimensions and maintaining one factor for attitude towards brand, trust and purchase intention dimension. The Cronbach alpha has shown that the constructs used in this study were reliable as all of the factors were higher than **.80**. To determine the interrelationships of the variables, Bivariate correlation analysis were conducted. Multiple regressions were conducted to test the relationship between intrinsic cues, extrinsic cues, service cues, attitude towards brand, and purchase intention and intrinsic cues, extrinsic cues, service cues, trust and purchase intention. Hierarchical regressions were conducted to test the mediating effect of attitude towards brand and trust in the relationship between product cues and purchase intention. Hierarchical regression analyses was also carried out to test the mediating effect of attitude towards brand and trust in the relationship between product cues and purchase intention. The results of the hypotheses testing revealed mixed results on dimensions of product cues as reliability, perceived risks and warranty significantly influenced purchase intention. Reliability, country image, and perceived risks significantly influenced attitude towards brand, meanwhile reliability, perceived risks and warranty influenced trust towards product. The results of the hierarchical regression analysis have established that attitude towards brand and trust significantly influenced purchase intention. In addition, attitude towards brand and trust mediate the relationship between product cues (reliability, country image, perceived risks and warranty) and purchase intention. The full results of the hypotheses testing of the study are summarized in Table 4.23.

Table 4.23
Summary of Restated Hypotheses

	Statements of Hypotheses	Remarks
H1	There is a positive and significant relationship between product cues and purchase intention	Partially supported
H1a	There is a positive and significant relationship between reliability and purchase intention.	Supported
H1b	There is a positive and significant relationship between country image and purchase intention.	Not supported
H1c	There is a negative and significant relationship between perceived risks and purchase intention.	Supported
H1d	There is a positive and significant relationship between warranty and purchase intention.	Supported
H2	There is a positive and significant relationship between product cues and attitude towards brand.	Partially supported
H2a	There is a positive and significant relationship between reliability and attitude towards brand.	Supported
H2b	There is a positive and significant relationship between country image and attitude towards brand.	Supported
H2c	There is a negative and significant relationship between perceived risks and attitude towards brand.	Supported
H2d	There is a positive and significant relationship between warranty and attitude towards brand.	Not supported
H3	There is a positive and significant relationship between product cues and trust.	Partially supported
H3a	There is a positive and significant relationship between reliability and trust.	Supported
H3b	There is a positive and significant relationship between country image and trust.	Not supported
H3c	There is a negative and significant relationship between perceived risks and trust.	Supported
H3d	There is a positive and significant relationship between warranty and trust.	Supported
H4	There is a positive and significant relationship between attitude towards brand and purchase intention.	Supported
H5	There is a positive and significant relationship between trust and purchase intention.	Supported

Table 4.20 *continued...*

	Statements of Hypotheses	Remarks
H6	Attitude towards brand mediates the relationship between product cues and purchase intention.	Partial mediation
H6a	Attitudes towards brand mediates the relationship between reliability and purchase intention.	Partial mediation
H6b	Attitudes towards brand mediates the relationship between country image and purchase intention.	Full mediation
H6c	Attitudes towards brand mediates the relationship between perceived risks and purchase intention.	Full mediation
H6d	Attitudes towards brand mediates the relationship between warranty and purchase intention.	No mediation
H7	Trust mediates the relationship between product cues and purchase intention.	Partial mediation
H7a	Trust mediates the relationship between reliability and purchase intention.	Partial mediation
H7b	Trust mediates the relationship between country image and purchase intention.	No mediation
H6c	Trust the relationship between perceived risks and purchase intention.	Full mediation
H7d	Trust mediates the relationship between warranty and purchase intention.	Full mediation

CHAPTER FIVE

DISCUSSION AND CONCLUSION

This chapter summarizes and integrates the results from the data analyses of this study to answer the research questions posited in chapter 1. It includes discussion on the implications, limitations and suggestions for future research. Finally, conclusion of the study is forwarded.

5.0 Recapitulation of Study

This study investigates the determinants of purchase intention of Chinese automobiles. Specifically, this study examined the relationship between perceptions of product cues (intrinsic, extrinsic and service cues), attitude towards brand, trust and purchase intention. It also investigates the mediation effects of attitude towards brand and trust on the relationship between product cues and purchase intention.

The study was cross-sectional in nature and stratified random sampling method was utilized to select individual respondents comprising of working adults in public universities. Data were gathered from public universities working adults located in Kuala Lumpur and Selangor. A total of 770 questionnaires were distributed and 300 (38.96%) were returned. However, only 276 (35.84%) were usable, coded and analyzed. To examine the factorial validity of the measures, exploratory principal components factor analyses were utilized. The internal consistency of the measures was tested by computing the

Cronbach's alpha. Finally, the hypotheses were analyzed using hierarchical regression analysis.

Results from the factor analysis showed that product cues had four dimensions. The dimensions were reliability, country image, perceived risks and warranty. Dimensions with reliability coefficients that are below the acceptable value were excluded from the subsequent hypotheses testing. They were design, quality, country of origin, price, serviceability and aftersales service. Attitude towards brand, trust and purchase intention were found to be multi-dimensional. The findings have indicated that seven of the major hypotheses were either supported or partially supported and few hypothesis was rejected. Hierarchical multiple regression analysis results have shown that Hypothesis 1 was partially supported. From the four dimensions of product cues only reliability, perceived risks and warranty were significantly and positively related to consumers' purchase intention of Chinese automobiles.

Hypothesis 2 was also partially supported. Three out of four of the product cues were found to be significantly and positively related to attitude towards brand. The product cues were reliability, perceived risks and warranty.

Hypothesis 3 was supported as trust was found to have a significant and positive relationship with purchase intention. The product cues were reliability, perceived risks and warranty.

Hypothesis 4 was also supported. This is because attitude towards brand has a positive and significant relationship between attitude towards brand and purchase intention.

Hypothesis 5 was also supported. This is because trust has a positive and significant relationship between attitude towards brand and purchase intention.

Hypothesis 6 has a partial mediation of attitude towards brand on the relationship between product cues and purchase intention. This is because attitude towards brand has full mediation (perceived risks and warranty), partial mediation (reliability) and there is no mediation on country image.

Hypothesis 7 has a partial mediation of trust on the relationship between product cues and purchase intention. This is because trust has full mediation (perceived risks and warranty), partial mediation (reliability) and there is no mediation on country image.

5.0.1 Product Cues

The independent variable for this study is product cues. The dimensions for product cues were reliability, country image, perceived risks and warranty. Results based on the

descriptive statistical analysis have found that the mean values for the four dimensions of product cues are greater than the median score based on a 5 likert scale. Since the mean score is higher than the median score, indicate that product cues are important for Malaysian consumers when they evaluate a product.

From the four product cues, country image dimension have the highest score (3.47). This is followed by warranty (3.42), country image (3.08) and reliability (3.08). The descriptive statistical analysis results imply that, for Malaysian consumers, product cues play an important role in purchase decision process. Product cues are marketers' tools in persuading consumers to buy their products.



5.0.2 Attitude towards Brand

The mean value for attitude towards brand (3.24), based on the descriptive statistical analysis is greater than the median score on a 5-likert scale. The implication is that Malaysian consumer's attitude towards Chinese brand is relatively higher than the median scored. It appears that Malaysian consumers have a positive attitude towards Chinese brand.

5.0.3 Trust

The mean value for trust (3.24), based on the descriptive statistical analysis is greater than the median score on a 5-likert scale. The implication is that Malaysian consumer's attitude towards Chinese brand automobile is relatively higher than the median scored. It appears that Malaysian consumers have a positive attitude towards Chinese brand.

5.0.4 Purchase Intention

Results based on the descriptive statistical analysis, the mean value for purchase intention (3.39) is greater than the median score on a 5-likert scale. The implication is that Malaysian consumer's purchase intention is relatively higher than the median score. It appears that Malaysian consumers have moderate purchase intention towards Chinese's automobile.

5.1 Discussion

Purchase intention has received attention from many scholars in the past decade because purchase intention as verified by Fishbein and Ajzen (1967) theory of reasoned action, that buying intention could be an important index to predict consumer behavior. In addition, later studies have confirmed that purchase intentions as the most accurate predictor of purchase behavior (Morwitz & Schmittlein, 1992; Newberry et al., 2003; Pecotich et al., 1996). In other word, firms' that could predict purchase intention will achieve higher sales rate than their competitors. Also, the firm could understand the needs and wants in order to provide a superior value for customers.

The discussion will specifically focus on the research questions posited in this study. Specifically the research questions were:

- i. Does product cues (intrinsic cues, extrinsic cues, and service cues) will have any influence on their attitude towards brand?.
- ii. Does product cues (intrinsic cues, extrinsic cues, and service cues) will have any influence on trust?
- iii. Does attitude towards brand influence consumers purchase intention?
- iv. Does Trust influence consumers purchase intention?
- v. Does attitude towards brand mediates between product cues (intrinsic cues, extrinsic cues, and service cues) and purchase intention?
- vi. Does trust mediates the relationship between product cues (intrinsic cues, extrinsic cues, and service cues) and purchase intention?

5.1.1 Product Cues and Purchase Intentions

The first research question deals with the perceptions of the relationship of product cues on purchase intention. Hypothesis 1 posits that product cues will have a positive effect on purchase intention. This study found that three product cues, namely reliability, perceived risks and warranty are significantly and positively related to purchase intention. Reliability ($\beta = .32, p < .01$) was found to be the strongest predictor of consumers' behavioral intention, followed by perceived risks ($\beta = .16, p < .01$) and warranty ($\beta = .16, p < .01$). The result implies that consumers' who have higher perceptions on reliability, perceived risks and warranty would be more likely to have higher levels of purchase intention.

In relation to reliability, this study finding has showed that consumers perceived that the reliability of Chinese automobile as reliable, very comfortable, handle well and safe. Consumer considered that reliability as an important product cue and they tend to have a higher purchase intention on automobile that are reliable.

The importance of reliability could be explained from the pricing strategy employed by the automobile companies. Hence, the reliability needs to represent the product quality perception (Aqueveque, 2006; Dosen, Skare, & Krupka, 2006; Roth & Romeo, 1992). Thus, the need for reliability is perceived by this group of consumers' as an essential part of the product cues as well as for their purchase intention. Similarly, consumers also have higher perceptions on Chinese's design. They indeed perceived that Chinese automobile as having the current design and having a wide range of models to cater to segments of buyers targeted by Chinese automobile companies. Higher perception on the design of the interior and exterior would also influence the purchase intention of the consumers.

The findings of this study support previous researches on the relationship between product cues and purchase intention (Aqueveque, 2006; Ervelles, 1993; Forsythe et al., 1999; Page & Yuding, 2003). The results from this study corresponds with Ervelles (1993) study of consumers' perceptions on price as an indicator of quality that have a positive relationship with purchase intention. In tandem with Aqueveque (2006) findings that design enhanced the purchase intention of consumers. On the student sample, this finding is similar with

Aqueveque (2006) study that found that perceptions about extrinsic cues among students at a Chilean university were important predictors of students' attitudes and purchase intention.

Quality, country of origin, price, serviceability and aftersales service have significant relationship with purchase intention. One probable explanation could be that long lasting automobile is an important criteria when forming purchase intention. In addition, consumers indicate that serviceability and aftersales service is important to them because they might assume that it is an added value thrown in by the seller.

Generally, the results of this study supported Huang, Lee and Ho (2006) argument that consumers who belief and having the knowledge about intrinsic cues (reliability), extrinsic cues (country image and perceived risks) and service cues (warranty) will have a significant and positive attitude towards purchase intention. Consumers will have a higher intention when their belief and expectation are met. This is in line with the theory of reasoned action (Fishbein & Ajzen, 1967).

5.1.2 Product Cues and Attitude towards Brand

The second research question deals with the influence of consumers' perceptions of product cues on their attitudes towards the Chinese's brand. Hypothesis 2 posits that product cues will have a positive effect on consumers' attitudes towards the Chinese

automobile. This study found that four product cues, namely reliability, country image, perceived risks and warranty were significantly and positively related to attitude towards brand. Reliability ($\beta = .32, p < .01$) was found to be the strongest predictor of consumers' attitude towards brand, followed by country image ($\beta = .17, p < .01$), perceived risks ($\beta = .15, p < .01$) and warranty ($\beta = .15, p < .01$). The result implies that consumers' who have higher perceptions on reliability, country image, perceived risks and warranty would be more likely to have higher levels of attitude towards Chinese's automobile.

On perceived risks, the findings from this study showed that if the consumers' perceived that the perceived risks of Chinese automobile not lead to financial loss, performance loss, physical loss, psychological loss and social loss they tend to have greater attitude towards the Chinese's brand. Similarly, design of an automobile also would lead them to form a higher attitude towards Chinese automobile. Warranty, which include covering all kinds of malfunctions, repairing without any charges during warranty period and having a reasonable average warranty period are the factors perceived by these consumers' as important in determining as a good warranty for an automobile. Reliability and country image of an automobile would also influence these consumers to exhibit greater attitude towards the brand.

The results from this study concur with Haubl (1996) study that concluded that respondent's perception towards product cues that signal reliability, country image, perceived risks and warranty of an automobile to have a positive relationship with their

attitude towards the brand. This finding is also in tandem with previous findings that manufacturers which provide these product cues will enhance the respondent's attitude towards the brand (Erickson & Johansson, 1985; Haubl, 1996; Monroe & Krishnan, 1985).

On country image, the result of this study concurs with Roth & Romeo (1992) study on graduate students in Ireland, Mexico and the USA. They found that country image of an automobile was positively and significantly related to the student's attitude towards a particular brand of Chinese's made automobile.

Although some previous studies indicated that intrinsic cues which comprise of reliability, design and quality are important predictors of formation of attitudes (Liefeld, 2004; Roth & Romeo, 1992), this study found that these product cues were not significant predictors for these consumers attitude towards brand. The lack of a significant relationship between reliability, design and quality and attitude towards brand may be explained by the lack of information from the Chinese automobile manufacturer. This is in line with the theory of reasoned action (Fishbein & Ajzen, 1967). In other words, these consumers tend to reciprocate with positive attitudes such as having a higher attitude towards brand when their expectations and needs have been met.

5.1.3 Product Cues and Trust

Hypothesis 3 posits that there is a positive and significant relationship between product cues and trust. This study found that four product cues, namely reliability, country image, perceived risks and warranty were significantly and positively related to trust. Reliability ($\beta = .42, p < .01$) was found to be the strongest predictor, followed by country image, ($\beta = .23, p < .01$), perceived risks ($\beta = .14, p < .01$) and warranty ($\beta = .14, p < .01$) respectively. The result implies that students who have higher perceptions on reliability, country image, perceived risks and warranty would be more likely to express higher levels of trust on Chinese automobiles.

The findings of this study support previous researches on the relationship between product cues (Mayer & Davis, 1999; Robinson & Rousseau, 1994; Uen & Chien, 2004; Whitener, 2001). The results from this study concur with Mayer and Davis's (1999) study that concluded that product cues (reliability, country image, perceived risks and warranty) have a positive relationship with trust. This finding is also in tandem with Robinson and Rousseau's (1994) findings that automobiles companies that market good products increase the level of trust on the automobiles. Thus, there is a need for automobile companies to fulfill the needs and wants of the consumers to ensure that it will increase their trust towards the automobile.

In general, the results of this study supported Wayne et al.'s (1997) contention that reliability, country image, perceived risks and warranty would have significant positive

attitudes such as trust on the product. This is in line with the theory of reasoned action (1967). In other words, students tend to reciprocate with positive attitudes such as having a higher trust of Chinese's automobile when their expectations and needs have been met.

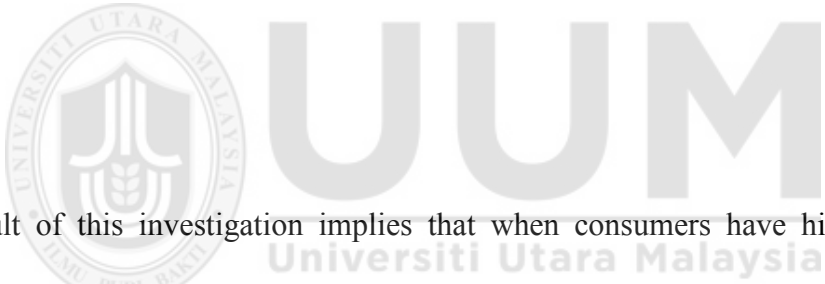
5.1.4 Attitude towards Brand and Purchase Intention

The fourth research question posits that attitude towards brand has a significant direct effect on purchase intention. This result is consistent with previous research (Erickson & Johansson, 1995; Field, 2000; Haubl, 1996) that looks at the attitudinal – behavioral patterns. Similarly, findings on attitudinal research, have suggested that attitudes will have a strong, direct and positive effects on intentions (Bobbit & Dabholkar, 2001; Fishbein & Ajzen, 1975). The linkage between attitudes and intention is essential in attitudinal research and has been supported in a wide variety of settings (Bagozzi, 1981; Dabholkar & Bagozzi, 2002; Shimp and Kavas, 1984). Therefore, the present study reinforced the role of consumer attitudes to predict purchase behavior. Bearing in mind, attitudes are moderately stable predispositions to behavior and individual attitude towards brand plays an important role in predicting consumer intention of a product or service (Fishbein & Ajzen, 1975).

This study found that attitude towards brand was significantly and positively related to purchase intention. Attitude towards brand ($\beta = .64, p < .01$) was found to be a strong predictor on purchase intention. The result implies that consumers, who have higher attitude towards brand, would be more likely to perform the behavior.

5.1.5 Trust and Purchase Intention

Hypothesis 5 posits that students trust on Chinese automobile will have a positive and significant relationship with purchase intentions. Results of this study found that trust had a significant and positive relationship with purchase intentions ($\beta = .23, p < .01$). This finding is consistent with the findings of previous studies that found that consumers attitude towards the products produce in a certain country is an important predictor of their purchase intentions (Connell et al., 2003; Dirks & Ferrin, 2001; Schnake & Dumler, 2000). Schnake and Dumler's (2000). The findings in this study also concur with Connell et al.'s (2003) findings whereby consumers purchase intentions were significantly increased when consumers had more trust towards the products.



The result of this investigation implies that when consumers have high trust for the products, they are likely to express in higher purchase intentions. This is in accordance with Brashear et al.'s (2005) suggestion that trust act as an intermediary between needs and expectations.

5.1.6 The Mediating Role of Attitude towards Brand

The sixth research question deals with the mediating role of attitude towards brand. Specifically, the objective was to determine the mediating influence of attitude towards brand on the relationship between product cues and purchase intention. Hypothesis 6 posits that attitude towards brand mediates the relationship between product cues and purchase intention. Based on the findings of this study, attitude towards brand fully mediated the

relationship between reliability, country image, perceived risks and warranty and purchase intention. This implies that reliability, country image, perceived risks and warranty have an indirect impact on respondents purchase intention via attitude towards brand.

This finding is also consistent with Haubl (1996) that attitude towards brand is the essence of the formation of theory of reason action (Fishbein & Ajzen, 1967). For example, if China automobile reliability, country image, perceived risks and warranty is not to the respondents' expectations, therefore, their purchase intention will be reduced and their attitude towards Chinese brand will also be reduced.

It appears that respondents, who perceived that the Chinese automobile price is reasonable, will have a higher attitude towards Chinese's brand. This will lead to greater purchase intention. Additionally, respondents want automobile that have reliability, country image, perceived risks and warranty. This will lead to having a higher attitude towards the brand and will lead to a higher purchase intention.

Therefore, the result of this study suggests that efforts must be made to increase the respondents purchase intention and should focus on enhancing attitude towards brand. In addition, attitudes will have strong, direct and positive effects on intentions (Bobbit & Dabholkar, 2001; Dabholkar & Bagozzi, 2002; Fishbein & Ajzen, 1975). The link between attitude and intentions is fundamental in attitudinal research (Bagozzi, 1981; Shimp & Kavas, 1984). Special attention should be given on the reliability, country image, perceived

risks and warranty of the automobile, which were found to have a significant effect on respondents purchase intention.

5.1.7 The Mediating Role of Trust

The seven research questions deals with the mediating role of trust. Specifically, the objective was to determine the mediating influence of trust on the relationship between product cues and purchase intention.

Hypothesis 7 posits that trust mediates the relationship between product cues and purchase intention. Based on the findings of this study, trust fully mediated the relationship between product cues and purchase intention. This implies that reliability, country image, perceived risks and warranty had an indirect impact on consumers via trust. This finding concurs with Guest and Conway's (1999) study that reported that trust is an intervening variable explaining how product cues influenced consumer's attitudes. This finding is consistent with Robinson's (1999) contention that trust is the essence of social exchange.

Hypothesis 7 posits that trust in organization mediates the relationship between product cues and purchase intention. Results of this study found that trust fully mediated the relationship between reliability, country image, perceived risks and warranty and purchase intention. This implied that reliability, country image, perceived risks and warranty has an indirect impact on consumers purchase intention through trust. This finding shows that a

higher level of trust will be experienced only when consumers have trust on reliability, country image, perceived risks and warranty of Chinese's automobile.

The result of this study concurs with a recent finding by Brashear et al., (2005) on automobile purchase intention. Their study reported that trust was a key mediating variable between perceptions of trust and purchase intention. Therefore, management of Chinese automobile should provide sufficient trust on Malaysian consumers in order to enhance sales of their automobile in Malaysia.

5.2 Contributions of the Study

The results of this study provide several theoretical and practical implications.

5.2.1 Theoretical Contributions

The theoretical relationships posited in the theoretical framework were empirically supported. Specifically, this study established the linkage between respondent's perceptions on product cues (intrinsic, extrinsic cues and service cues), attitude towards brand, trust and purchase intention. In other words, this study adds further knowledge on the importance of product cues as the predictor of purchase intentions. This study also provides evidence to the importance of attitude towards brand and trust as the intervening variable and purchase intentions. By indicating the existence of significant direct and indirect effects of product cues, attitude towards brand, trust and purchase intentions and this study provides clear evidence that product cues are important in nurturing respondent's positive attitudes.

This study also provides empirical support for the conceptual framework developed by Fishbein and Ajzen (1967) theory of reasoned action pertaining to the purchase intentions relationships. Their suggestion that a person's beliefs about an object would influence the person's attitudes toward that object and that the person's attitudes toward the object would influence the person's intentions toward the object were empirically substantiated. This study adds further knowledge on the behavioral intentions process. Specifically, this process is sequential as follows: cognitive attitude, affective attitude and behavioral intentions. Most importantly, this study gave evidence to the independent effects of cognitive attitude and affective attitude on behavioral intentions.

Within the Malaysian context, this study enhances our understanding of the role attitude towards brand and trust on these consumers'. In particular, to the researcher's knowledge, this is the few local study that examines the relationships among consumers' perception of product cues, attitude towards brand, trust and purchase intentions. From the results of this study, marketers can understand more about psychological effects that affect the consumers' attitudes, trust and behavioral intentions.

5.2.2 Practical Contributions

From the practical perspectives, the results of this study offer several suggestions to the Chinese's automobile manufacturer, assemblers and distributors in Malaysia. Specifically, marketing managers should use the results from this study in order to enhance consumers' purchase intention. Product cues pertaining to reliability, country image, perceived risks and warranty are found to have significant positive and direct effects on purchase intention.

Reliability, country image, perceived risks and warranty were also found to have significant indirect effects on purchase intentions via attitude towards brand and trust. Attitude towards brand and trust have significant positive and direct effects on purchase intention. These positive attitudes would lead to positive behavioral intention. Thus, the results from this study would provide guidance for Chinese manufacturer on how to increase sales and market share and also to reduce the consumers' negative behavioral intentions.

Chinese automobile manufacturer must make every effort to improve the consumers' trust and attitude towards brand as an ongoing basis. They need to introduce innovative and contemporary design from time to time. By introducing new models, consumers would have a better choice. Therefore, they need to consider and introduce models that are reliable that can fulfill their target markets. Also, having a wide range of models will cater to the different segment of Malaysian market. With the introduction of new automobile, respondents will have a better choice, thus their attitude towards brand will be higher, which in turn will have higher purchase intention. Results from this study have empirically shown that if Chinese manufacturer is committed to produce automobile that are reliable, good country image, can overcome perceived risks and reasonable warranty can enhance the consumers' attitude towards brand, trust and purchase intention.

Besides that Chinese manufacturer also have to look at the warranty of their automobile. This study results have shown that perception on warranty have a direct influence on purchase intention and has an indirect influence on purchase intention via attitude towards

brand and trust. Results from this study have empirically shown that if warranty is committed to fulfill the consumers' wants, it can enhance the latter's attitude towards brand and purchase intention.

The existence of country of image is also an important product cues in enhancing consumers' attitude towards brand and trust. The statistical results obtained in this study showed that consumers' perception of the country image of Chinese made automobile has a significant and positive effect on purchase intention via attitude towards brand and trust. The findings suggest that country image is an important attribute in product evaluation and it affect consumer evaluation on automobile produce in Chinese of their intention to purchase them. Besides Reliability, country image, perceived risks and warranty, consumers also look at perceived risks in making their purchase decision. Therefore, Chinese automobile manufacturer need to ensure that consumers perceived their automobile as: (1) purchase of chinese's made automobile will not lead to financial loss, (2) purchase of chinese's made automobile will not lead to a performance loss, (3) purchase of chinese's made automobile will not lead to a physical loss, (4) purchase of chinese's made automobile will not lead to a psychological loss, and (5) purchase of chinese's made automobile will not lead to a social loss. Even though, consumers are exposed to other product cues, perceived risks can be used to simplify the evaluation process when consumers have too much information from other competing automobile companies.

Reliability has a positive and significant influence on attitude towards brand and trust, will also provide practical implication for Chinese automobile. Therefore, to enhance consumer

attitude towards Chinese automobile brand, they need to ensure that automobile produced are perceived as: (1) reliable, (2) very comfortable, (3) handle well and (4) safe.

In sum, if Chinese automobile manufacturer's wants to increase consumers' positive attitudes towards their brand, trust and to increase purchase intentions, they should make efforts to introduce reliable, good country image, perceived risks and better warranty automobile, so that their automobile are viewed by the consumers as having important product cues in influencing their attitudes, trust and behavioral intentions.

5.2.3 Policy Implications

The results have emphasized that knowledge on purchase intention will provide a contribution towards the policy maker in formulating a favorable policy for the automotive industry. There is a need to have a policy on automotive industry for the purpose of enhancing purchase intention.

By and large, the finding has suggested that the antecedents are important in enhancing purchase intention. The findings of this study have revealed that attitude towards brand strengthened the relationship between the antecedents and purchase intention. Therefore, automobile industry players and the policy maker should promote or encourage purchase intention by implementing the following policy measures:

a. Policy makers can help to educate the public by informing consumers about the importance of the automobile trade, employment and the multiplying effect on the economy caused by the declining sales of automobiles. This can be effective, as this study has revealed that consumer's attitude towards brand and trust has a positive effect on purchase intention.

b. Our findings verified that reliability and country image, is not the sole determinant when consumer decides to purchase an automobile. Perceived risks and warranty of an automobile is the other variable that consumer take into account when they decide to purchase an automobile. Therefore, the implication for policy maker, automobile manufacturer and assembler is that marketing strategies are complex in order to enhance consumer purchase intention.

c. For functional products like automobile, automobile manufacturer need to think seriously about the marketing mix strategy that they used. For example, they need to carry out differentiated marketing that involves targeting several market segments and designing different automobile for each market.

Finally, for Chinese automobile manufacturer, they should emphasize on reliability, country image, perceived risks and warranty in their promotional and publicity campaign. The findings of this study have verified that the four product cues (reliability, country

image, perceived risks and warranty) are the determinants in the consumers' decision in purchasing automobile.

5.3 Limitations and Suggestions for Future Research

Several limitations of the study were identified based on the findings on the relationship between product cues (intrinsic and extrinsic cues), attitude towards brand, and purchase intention. The population of this study is working adults who are pursuing their business post-graduate degree courses at public universities in Kuala Lumpur and Selangor. The researcher does not have direct access to the respondents due to rules and policy of the respective public universities. Therefore, the head of department of business school became the link between the researcher and the respondents. Due to this constraint several limitations have been identified: Firstly, the majority of the respondents are Malays (56.9%), followed by Chinese (31.9%) and Indians (11.2%). The ethnic characteristics may limit the generalizability of the findings (Abdullah, 2003). Therefore, the findings of this study suggest that future research should ensure that each ethnic group is evenly represented in order to ensure the generalizability with regards to purchase intention in Malaysia. Secondly, only the Chinese brand automobile was used to represent the automobile brand, thus limiting the generalizability of the findings of this study to other brand of automobile available in Malaysia. Finally, future research may include both high and low involvement products and investigate the role of product cues, attitude towards brand and trust with a product category on consumers' purchase intention. Future replications of this research may also include different samples to examine the stability of the model in predicting purchase intention and with different population or products. Further research in this direction should considerably increase the understanding of

purchase intention. Despite these limitations, the findings of this study will create greater interest in this topic and hopefully engender future research activities which can contribute to the understanding of this aspect of consumer behavior.

5.4 Conclusion

This study has outlined a purchase intentions model based on the Fishbein and Ajzen's (1975) theory of reasoned action. The objective of the study was to examine the relationships between product cues, attitude towards brand, trust and purchase intention. From the findings obtained, the proposed framework was substantially validated. The study variables were observed to have a significant predictive effect on one's purchase intentions. Thus, it can be concluded that product cues with regard to the consumers' perceptions and individual attitudes (attitude towards brand and trust) are compelling predictors of the consumers' purchase intentions within the automobile industry.

REFERENCES

- Aaker, D.A., (1991). Managing Brand Equity: Capitalizing on Value of a Brand Name. The Free Press, New York.
- Abdullah. B. M. M., J. Uli., & Tari. J.J. (2009). The relationship of performance with soft Factors and quality improvement. *Total Quality Management & Business Excellence*. 20(7), pp 735 – 748.
- Abramo, G.P. (1997). Building an effective marketing plan. *National Petroleum News*, 89(2), pp. 89–96.
- Abou-Zeid, M., & Ben-Akiva, M. (2011). The effect of social comparisons on commute well-being. *Transp. Res. Part A* 45(4), pp. 345–361.
- Acebrón, L.B., & Dopico, D.C. (2000). The importance of intrinsic and extrinsic cues to expected and experienced quality: an empirical application for beef. *Food Quality and Preference*, 11(3), pp.229-238.
- Afroz, R., Masud, M.M, Akhtar, R., & Islam, A. (2015). Consumer purchase intention towards environmentally friendly vehicles: an empirical investigation in Kuala Lumpur, Malaysia, (June). <https://doi.org/10.1007/s11356-015-4841-8>
- Agrawal, J., & Kamakura, W.A (1999). Country of origin: A competitive advantage? *International Journal of Research in Marketing*, 16(4), pp.255-267.

- Agarwal, J., & Malhotra, N.K. (2005). An integrated model of attitude and affect: Theoretical foundation and an empirical investigation. *Journal of Business research*, 58(4), pp.483-493.
- Agarwal, S., & Teas, R.K. (2002). "Cross-national applicability of a perceived quality model". *Journal of Product & Brand Management*, 11(4), pp.213-236.
- Ahmed, S.A., & d'Astous, A. (2008). Antecedents, moderators and dimensions of country-of-origin evaluations. *International Marketing Review*, 25(1), pp. 75-106.
- Ahmed, Z., Anang, R., Othman, N., & Sambasivan, M. (2013). To purchase or not to purchase US products: role of religiosity, animosity, and ethno-centrism among Malaysian consumers. *Journal of Services Marketing*, 27(7), pp. 551-563.
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50, pp.179–211.
- Ajzen, I. & Fishbein, M. (1980). Understanding attitudes and predicting social behavior. Englewood-Cliffs, NJ: Prentice-Hall.
- Ajzen, I., & Madden, T.J. (1986). Prediction of goal-directed behavior: Attitudes, intentions, and perceived behavioral control, *Journal of experimental social psychology*, 22 (.5), pp. 453-474.
- Akram, A., Merunka, D., & Akram, M.S. (2011). 'Perceived brand globalness in emerging markets and the moderating role of consumer ethnocentrism'. *International Journal of Emerging Markets*, 6(4), pp. 291-303.

- Alba, J., & Hutchinson, J. W. (2000). Knowledge calibration: what consumers know and what they think they know. *Journal of Consumer Research*, 27(2), pp 123 - 156.
- Al-amin, A. Q., Ambrose, A. F., Mehedi, M., & Nurul, M. (2015). People purchase intention towards hydrogen fuel cell vehicles : An experiential enquiry in Malaysia Attitudes towards Hydrogen Fuel Cell Vehicles. *International Journal of Hydrogen Energy*, 1–11. <https://doi.org/10.1016/j.ijhydene.2015.11.146>
- Alba, J. W., (2000). Dimensions of consumer expertise - or lack thereof. *Advances in Consumer Research*, 27, pp. 1 – 9.
- Al-Ekam, J.M.E., (2013). Actual Purchase Behaviour of Local Brand Antecedents in Yemen: Mediating Effect of Purchase Intention. Phd thesis, Universiti Utara Malaysia.
- Al-Hawari, M. A. (2011). Automated service quality as a predictor of customers' commitment A practical study within the UAE retail banking context. *Asian Pacific Journal of marketing and logistics*. 3, pp. 746-766
- Alpert, F.H., & Kamins, M.A. (1995). An Empirical Investigation of Consumer Memory, Attitude, and Perceptions toward Pioneer and Follower Brands. *The Journal of Marketing*, 5(4), pp. 34-45

- Al-Swidi, A., Mohammed Rafiul Huque, S., Haroon Hafeez, M., & Noor Mohd Shariff, M. (2014). The role of subjective norms in theory of planned behavior in the context of organic food consumption. *British Food Journal*, 116(10), 1561–1580. <https://doi.org/10.1108/BFJ-05-2013-0105>
- Anwar, S., Yassin, S., Iqbal, A., & Sajid M. (2013). Demographic and geographic influence of the country-of-origin image on consumer purchase decision. *European Journal of Business and Management*, 5(8), pp199-210.
- Arasli, H., Katircioglu, S.T., & Mehtap-Smadi, S., (2005). A comparison of service quality in the banking industry. *International Journal of Bank Marketing*, 23(7), pp. 508-526
- Arumugam, V.C., Mojtahedzadeh, R., & Malarvizhi, C.A. (2011). Critical Success Factors of Total Quality Management and their impact on Performance of Iranian Automotive Industry, *14*, 312–316.
- Arvola, A., Vassallo, M., Dean, M., Lampila, P., Saba, A., Lahteenmaki, L., & Shephard, R. (2008). Predicting intentions to purchase organic food: The role of affective and moral attitudes in the Theory of Planned Behaviour. *Appetite*, 50(2-3), pp.443-454
- Arjun, C., Morris, & Holbrook,. B. (2001). The Chain of Effects From Brand Trust and Brand Affect to Brand Performance : The Role of Brand Loyalty. *Journal of Marketing* , 65, pp.81-93.
- Anwar, K., Kassim, A., Isa, M. H., & Ahmad, Y. (2016). Consumer Behavior towards Safer Car Purchasing Decisions, 48(3), 359–366. <https://doi.org/10.5614/j.eng.technol.sci.2016.48.3.9>

- Anastasiadis, S., B. Anderson, & S. Chukova. (2013). "Auto Warranty and Driving Patterns." *Reliability Engineering & System Safety* 116, pp. 126–134.
- Andreassen, T. W., & Olsen, L. L. (2008). The impact of customers' perception of varying degrees of customer service on commitment and perceived relative attractiveness. *Managing Service Quality: An International Journal*, 18(4), pp. 309–328.
- Auger, P., & Devinney, T. M. (2007). Do What Consumers Say Matter? The Misalignment of Preferences with Unconstrained Ethical Intentions. *Journal of Business Ethics*, 76, pp. 361-383.
- Augustin, D. (2013). Overview of the Malaysian automotive industry—2013 and beyond. Retrieved on September 2014, from <http://www.sharesinv.com>
- Babakus, E., & Boller, G.W. (1992). An empirical assessment of the SERVQUAL scale. *Journal of Business research*, 24(3), pp. 253-268.
- Babatsou C. & Zervas E., (2011). EU Socioeconomic Indicators and Car Market, World Academy of Science, Engineering and Technology, 59, pp. 111-116.
- Badkar M., (2016). Retrieved 15 March 2016 from http://articles.businessinsider.com/2011-05-31/markets/30018876_1_auto-sales-consumer-confidence-gas-prices: "Here's what to expect from May Auto Sales", Business Insider Article.

- Balmer, J.M.T., & Stotvig, S. (1997). Corporate identity and private banking: a review and case study. *International Journal of Bank Marketing*, 15(5), pp.169-184, <https://doi.org/10.1108/02>
- Bamberg, S. & Moser, G. (2007). Twenty Years after Hines, Hungerford and Tomera: A New Meta-analysis of Psycho-social determinants of Pro-environmental Behaviour". *Journal of Environmental Psychology*, 27, pp. 14-25.
- Bao, Q., & Yang, M. C. (2014). An investigation on the consistency of consumer preferences for product appearance : A case study , 1- 12
- Batra, R.,& Sinha, I. (2000). Consumer-level factors moderating the success of private label brands. *Journal of retailing*, 76(2), pp.175-191.
- Bauer, R. A. (1960). Consumer behavior as risk taking. In R. S. Hancock (Ed.), *Proceedings of the American Marketing Association. Dynamic marketing for a changing world* (pp. 389–398). Chicago, IL: American Marketing Association.
- Bazerman, C. (2002). Genre and Identity: Citizenship in the Age of the Internet and the Age of Global Capitalism. The rhetoric and ideology of genre.
- Brax S. (2005) "A manufacturer becoming service provider – challenges and a paradox" *Managing Service Quality*, 15 (2), pp. 142-155.
- Bearden, B., Ingram, T., & Larfforge, B. (2004). *Marketing Principles and Perspective*, McGraw Hill Companies, New York, NY

- Beaudoin, P., Moore, M. A., & Goldsmith, R. E. (2000). Fashion leaders' and followers' attitudes toward buying domestic and imported apparel. *Clothing and Textiles Research Journal*, 18(1), 56.
- Belk, R., Devinney, T.M., & Eckhardt, G. (2005). Consumer Ethics Across Cultures. *Consumption, Markets and Culture*, 8(3), pp. 275-289.
- Bertini, M. & Gourville, J.T. (2012). Pricing to Create Shared Value; Harvard Business Review
- Bhat, S., & Reddy, S.K. (1998). Symbolic and functional positioning of brands". *Journal of Consumer Marketing*, 15 (1), pp.32-43, <https://doi.org/10.1108/07>.
- Blischke W. R. & Murthy D. N. P. (1992) "Product warranty management: a taxonomy for warranty policies". *European Journal of Operational Research*, 62 (2), pp. 127-148
- Bolton, R., Kannan, P.K., & Bramlett, M. (2000). Implications of loyalty program membership and service experiences for customer retention and value. *Journal of the Academy of Marketing Science*, 28(1), 95–108
- Boulding, W., & Kirmani, A. (1993). A Consumer-Side Experimental Examination of Signaling Theory: Do Consumers Perceive Warranties as Signals of Quality?. *Journal of Consumer Research*, 20(1), pp. 111-123

- Bourdeau, B.L., Cronin, J.J., & Voorhees, C.M. (2007). Modeling service alliances: an exploratory investigation of spillover effects in service partnerships. *Strategic Management Journal*, 28(6), pp. 609-622 .
- Brady, M.K., Bourdeau, B.L., & Heskett, J. (2005). The importance of brand cues in intangible service industries: an application to investment services. *Journal of Services Marketing*, 19(6), pp.401-410. <https://doi.org/10.1108>
- Bredahl, L., (2004). Cue utilisation and quality perception with regard to branded beef. *Food Quality and Preference*, 15 (1) pp. 65–75.
- Brunsø, K., Verbeke, W., Olsen, S.O. & Jeppesen, L.F., (2009). Motives, barriers and quality evaluation in fish consumption situations: exploring and comparing heavy and light users in Spain and Belgium. *British Food Journal*, 111 (7), pp. 699-716.
- Bruno & Arcot, S.R., (2006), One size does not fit all, after all: evidence from corporate governance, mimeo Financial Markets Group
- Bundschuh R. G. & Dezvane T. M. (2003). “How to make after sale services pay off”. *The McKinsey Quarterly*, 4 (2), pp. 116-127.
- Burton, S., Lichtenstein, D.R., Netemeyer, R.G. & Garretson, J.A. (1998). A Scale for Measuring Attitude toward Private Label Products and an Examination of its Psychological and Behavioral Correlates. *Journal of the Academy of Marketing Science*, 26(4) pp. 293-306.

Busacca, B. (1994), *Le risorse di fiducia dell'impresa*, UTET, Torino

Cantner, U., Krüger, J. J., & Söllner, R. (2012). Product quality, product price, and share dynamics in the German compact car market. *Industrial and Corporate Change*, 21(5), pp. 1085-1115.

Capgemini (2008). Cars Online 07/08: Understanding Consumer Car Buying Trends. Insights & Resources. Retrieved December 20, 2010, from <http://www.capgemini.com/insights-and-resources/by-video/understanding-consumer-car-buying-trends/>

Carman, J.M. (1990). Consumer perceptions of service quality: An assessment of the SERVQUAL dimensions . *Journal of retailing*, 66(1), pp. 33-55.

Carrigan, M., & Attalla, A. (2001). The myth of the ethical consumer - do ethics matter in purchase behaviour? *Journal of Consumer Marketing*, 18(7), pp. 560-577.

Carpenter, G.S., & Nakamoto, K. (1989). Consumer Preference Formation and Pioneering Advantage. *Journal of Marketing Research*, 26(3), pp. 285-298.

Castleberry, S. B. & McIntyre, F.S. (2011). Consumers' quality evaluation process. *Journal of Applied Business Research (JABR)*, 8(3), pp.74-82.

Cavalieri, S., Garetti, M., Macchi, M., & Pinto, R. (2008). A decision-making framework for managing maintenance spare parts. *Production Planning & Control*, 19(4), pp. 379-396.

- Cavana, R.Y., Delahaye, B.L., & Sekaran, U. (2003). Harlow: Person Education
- Cayla, J. & Eckhardt, G.M., (2007). 'Asian brands without borders: regional opportunities and challenges'. *International Marketing Review*, 24(4), pp. 444-456.
- Celuch K. G., Bantham J. H. & Kasouf C. J. (2006) "An extension of the marriage methaphor in buyer-seller relationships: An exploration of individual level process dynamics". *Journal of Business Research*, 59 (5), pp. 573-581.
- Chandon, P., Morwitz, V.G., & Reinartz, W.J. (2005). Do Intentions Really Predict Behavior? Self-Generated Validity Effects in Survey Research. *Journal of Marketing*, 69(2), pp. 1-14.
- Chang, H.H., & Chen, S.W. (2008). "The Impact of online store environment cues on purchase intention: Trust and perceived risk as mediator". *Online Information Review*, 32(6), pp. 818-841. <http://dx.doi.org/10.1108/14684520810923953>.
- Chaudhuri, A., & Holbrook, M.B., (2002). Product-class effects on brand commitment and brand outcomes: The role of brand trust and brand affect. *The Journal of Brand Management*, 10 (1), pp. 33-58.
- Chatzidakis, A., Hibbert, S., & Smith, A.P. (2007). Why People Don't Take their Concerns about Fair Trade to the Supermarket: The Role of Neutralisation. *Journal of Business Ethics*, 74(1), pp. 89-100.

- Chattopadhyay, G.N., & Murthy, D.N.P. (2000). Warranty cost analysis for second-hand products. *Mathematical and Computer Modelling*, 31(10-12), pp. 81-88.
- Chattopadhyay, G., & Rahman, A.(2008). Development of lifetime warranty policies and models for estimating costs. *Reliability Engineering & System Safety*, 93(4), pp. 522-529.
- Chen, Y. & Wang. (2011). Online Social Interactions: A Natural Experiment on Word of Mouth Versus Observational Learning. *Journal of Marketing Research*: 48(2), pp. 238-254.
- Cheng, T.C.E., Lai, L.C.F.,&Yeung, A.C.L. (2008). The driving forces of customer loyalty: A study of internet service providers in Hong Kong. *International Journal of E-Business Research*, 4(4), pp. 26–43.
- Chiu, C.M., Hsu, M.H., Lai, H., & Chang, C.M. (2012). Re-examining the influence of trust on online repeat purchase intention: The moderating role of habit and its antecedents. *Decision Support Systems*, 53(4), pp. 835-845 .
- Chinen, K., Jun, M., &Hampton, G.M. (2000). Product quality, market presence, and buying behavior: Aggregate images of foreign products in the U.S. *Multinational Business Review*, 8(1), pp. 29–38.
- Chougule, R., Dnyanesh Rajpathak & Bandyopadhyay, P. (2011). An integrated framework for effective service and repair in the automotive domain: An application of association mining and case-based-reasoning. *Computers in Industry*, 62, pp. 742-754

- Chougule, R., Khare, V. R., & Pattada, K. (2013). Expert Systems with Applications A fuzzy logic based approach for modeling quality and reliability related customer satisfaction in the automotive domain. *Expert Systems With Applications*, 40(2), pp. 800–810. <https://doi.org/10.1016/j.eswa.2012.08.032>
- Chowdhury, H.K., Parvin, N., Weitenberner C., & Becker, M. (2006). Consumer attitude toward mobile advertising in an emerging market: an empirical study. *International Journal of Mobile Marketing*, 1(2), pp. 33-41.
- Christensen, C.M. (1993). The Rigid Disk Drive Industry: A History of Commercial and Technological Turbulence. *Business history review*, 67(4), pp. 531-588.
- Chryssochoidis, G., Krystallis, A. & Perreas, P. (2007). Ethnocentric beliefs and country-of-origin (COO) effect: Impact of country, product and product attributes on Greek consumers' evaluation of food products. *European Journal of Marketing*, 41(11/12), pp.1518–1544.
- Chu, J., & Chintagunta, P. K. (2011). An Empirical Test of Warranty Theories in the U.S. *Computer Server and Automobile Markets*, 75, pp. 75–92.
- Chukova, S., & Johnston, M. R. (2006). “Two-dimensional Warranty Repair Strategy Based on Minimal and Complete Repairs.” *Mathematical and Computer Modelling*, 44 (11–12), pp. 1133–1143.
- Chukova, S., & Hayakawa, Y. (2004). Warranty cost analysis: non-zero repair time. *Applied Stochastic Models in Business and Industry*, 20(1), pp. 59-71.

- Cluzel, F.B., Yannou, M. & Dihlmann (2012). Using evolutionary design to interactively sketch car silhouettes and stimulate designer's creativity. *Eng. Appl. Artif. Intell*, 25, pp. 1413–1424.
- Cooper, D. R., & Schilndler, P.S. (2006). *Business Research Methods*, (9th ed). New York: McGraw Hill/Iruib.
- Corritore, C.L., Kracher, B., & Wiedenbeck, S. (2003). On-line trust: concepts, evolving themes, a model. *International journal of human- computer studies*, 58(6), pp. 737-758.
- Costantino, N., Dotoli, M., Falagario, M., Fanti, M.P. & Mangini, A.M. (2012). A model for supply management of agile manufacturing supply chains. *Int J Prod Econ.*, 135, pp. 451-457.
- Costantino, N., Dotoli, M., Falagario, M., Fant, M.P., & Mangini, A.M.(2012). A model for supply management of agile manufacturing supply chains. *International Journal of Production Economics*, 135(1), pp. 451-457.
- Costabile M. (1996b), *Misurare il valore per il cliente*, UTET, Torino
- Costabile M. (1998), "Customer Satisfaction and Trust into the Resource-Based Perspective. Research Propositions Endorsing the Confirmation/Disconfirmation Paradigm", in Andersson P.(edited by), *Market Relationships*, proceedings of the 27th EMAC Conference, pp.77-97

- Creusen, M. E. H., & Schoormans, J. P. L. (2005). The different roles of product appearance in consumer choice. *Journal of Product Innovation Management*, 22, pp. 63-81.
- Crilly, Nathan, Moultrie, J. & Clarkson, P. J. (2004). "Seeing Things: Consumer Response to the Visual Domain in Product Design," *Design Studies*, 25 (6), pp. 547–77.
- Cunningham, S. M., (1967) "The major dimensions of perceived risk," in Cox, D.F. (Ed), Risk taking and information handling in consumer behavior, Graduate School of Business Administration, Harvard University Press, Boston, MA: 82-108.
- David, B., Suniti, P., & Amalendu, J., (2012). Product-knowledge, ethnocentrism and purchase intentions: COO study in India. *NMIMS Management Review*, 22, pp 59 - 81.
- Dean, A.M. (2002). Service quality in call centers: Implorations for customer loyalty. *Managing Service Quality*, 22(6), pp. 414–423.
- De Chernatony, L. & McDonald, M.H.B. (1998), *Creating Powerful Brands in Consumer, Service and Industrial Markets*, Butterworth-Heinemann, Oxford.

- De Chernatony, L., & Dall'Omo Riley F. 1998 Defining A "Brand": Beyond The Literature With Experts' Interpretations. *Journal of Marketing Management*, 14(5), pp. 417-443.
- De Chernatony, L. (1993). Categorizing brands: Evolutionary processes underpinned by two key dimensions. *Journal of Marketing Management*, 9, pp. 173-188.
- Deffke, U. (2013). Electric Mobility – Rethinking the Car. Rostock: Federal Ministry of Education and Research (BMBF). pp. 2-56.
- Deloitte (2008). Automotive Gen Y Survey Findings. Retrieved December 20, 2016, from http://www.deloitte.com/assets/DcomUnitedStates/Local%20Assets/Documents/us_automotive_gen_y_survey_findings.pdf
- Demirbag, M., Tatoglu, E., Tekinkus, M., & Zaim, S. (2006). An analysis of the relationship between total quality management implementation and organizational performance Turkish SMEs. *Journal of Manufacturing Technology Management*, 17(6), pp. 829-47.
- Dens, N., & Pelsmacker, P. D. (2010). Consumer response to different advertising appeals for new products: The moderating influence of branding strategy and product. *Journal of Brand Management*, 18(1), pp. 50–65. <https://doi.org/10.1057/bm.2010.22>
- De Pelsmacker, P., Driesen, L., & Rayp, G. (2005). Do Consumers Care about Ethics? Willingness to Pay for Fair-Trade Coffee. *The Journal of Consumer Affairs*, 39(2), pp. 363-385.

- De Pelsmacker, P., & Janssens, W. (2007). A Model for Fair Trade Buying Behaviour: The Role of Perceived Quantity and Quality of Information and Product-specific Attitudes. *Journal of Business Ethics*, 75, pp. 361-380.
- Deutsch, M. (1958). Trust and suspicion . *Conflict Resolution*, II, 4,265-279 . Google Scholar
- Deutsch, M. (1958). Trust and Suspicion. *The journal of conflict resolution*. 2 (4), pp. 265-279.
- Díaz, V.G., Fernández, J.F.G., & Márquez, A.C. (2010) Case study: Warranty costs estimation according to a defined lifetime distribution of deliverables. *Engineering Asset Lifecycle Management*, pp. 146-155.
- Diamantopoulos, A., Schlegelmilch, B., & Palihawadana, D. (2011). The relationship between country-of-origin image and brand image as drivers of purchase intentions: A test of alternative perspectives. *International Marketing Review*, 28(5), pp 508–524.
- Dodds, W.B. (2002). The Effects of Perceived and Objective Market Cues on Consumers' Product. *Evaluations Marketing Bulletin*, 13, pp. 1-14.

- Dolnicar, S., Hurlimann, A., & Grün, B. (2014) Branding water. *Water research*, 57(15), pp. 325-338.
- Dombrowski, U., Engel, C., & Schulze, S. (2011). Scenario Management for Sustainable Strategy Development in the Automotive Aftermarket, In Proceedings of the CIRP Conference on Industrial Product Service Systems, Braunschweig,
- Dombrowski, U., & Engel, C. (2014). Impact of Electric Mobility on the After Sales Service in the Automotive Industry. *Procedia CIRP*, 16, pp. 152–157.
<https://doi.org/10.1016/j.procir.2014.01.022>
- Dombrowski, U., & Schulze, S. (2010). Obsolescence Management for Electronic Components – The Challenge for OEMs, High Level Group Manufuture, Stuttgart.
- Douglas, E.J., Gelnnon, D.C.,& Lane, J.I. (1993) Warranty, quality and price in the US automobile market. *Appl. Econom.*,25(1), pp. 135–141.
- Doss, S. (2011). The transference of brand attitude : the effect on the celebrity endorser. *Journal of Management and Marketing Research*.
- Durovnik, C. (2006). From “Experience” Goods to “Search” Goods. Retrieved 16 June 2016, from <http://icommons.org/2006/08/22/from-%E2%80%98experience%E2%80%99-goods-to-%E2%80%98search%E2%80%99-goods/>

- Egonsson, E., Bayarsaikhan, K., & Ting, T. L. (2013). After-sales services and customer relationship marketing: A multiple case study within the Swedish heavy equipment machinery industry. Retrieved from <http://www.diva-portal.org/smash/get/diva2:635620/FULLTEXT01.pdf>
- Elliot, S., Papadopoulos, N., & Kim, S. S. (2011). An integrative model of place image: Exploring relationships between destination, product, and country images. *Journal of Travel Research*, 50, pp. 520–534.
- Elliott, G., & Cameron, R. (1994). Consumer perception of product quality and the country of origin effect. *Journal of International Marketing*, 2(2), pp. 49–64.
- Elliott, R., & Jankel-Elliott, N. (2003), “Using ethnography in strategic consumer research”. *Qualitative Market Research: An International Journal*, 6(4), pp. 215-23. [Google Scholar].
- Elliott, R., & Yannopoulou, N. (2007) The nature of trust in brands: a psychosocial model. *European Journal of Marketing*, 4(9/10), pp. 988-998.
- Ersal I., Papalambros P., Gonzalez R., & Aitken, T.J. (2011). Modelling perceptions of craftsmanship in vehicle interior design. *Journal of Engineering Design*, 22(2), pp. 129-144.
- Eppen, G.D., & Gould, F.J. (1998). Introductory management science: Decision modeling with spreadsheets. Prentice Hall.

- Faith, D. O., & Edwin, A. M. (2014). A Review of The Effect of Pricing Strategies on The Purchase of Consumer Goods, 2(2), pp. 88–102.
- Flavián, C., & Guinalíu M., (2007) Development and validation of familiarity, reputation and loyalty scales for internet relationships. *Esic Market*, 157-188.
- Field, A. (2000). Discovering statistics using SPSS for Windows: Advanced techniques for beginners (Introducing Statistical Methods series) SAGE publications Ltd London, UK.
- Fishbein, M. (1963). An Investigation of the Relationships between Beliefs about an Object and the Attitude toward that Object. *Human relations*, 16(3), pp. 223-226.
- Fishbein, M., & Ajzen, I. (1975). Belief, attitude, intention, and behavior: An introduction to theory and research. Reading, MA: Addison-Wesley
- Fisk, T.A., Brown, C.J., Cannizzaro, K.G., & Naftal, B. (1990). Creating Patient Satisfaction and Loyalty. *Journal of Health Care Marketing; Boone*, 10, pp. 5-15.
- Fredericks, J.O., & Salter, J.M. (1995). Beyond customer satisfaction. *Management Review*, 61(5), pp. 65–73.
- Frederiksen, M., (2011). The Relational Structure of Trust. Dansk Sociolog kongress Conference.
- Follows, S. B., & Jobber, D. (2000). Environmentally responsible purchase behavior: a test of a consumer model. *European Journal of Marketing*, 34(5/6), pp. 723-746.

- Fornell, C. (1992). A national customer satisfaction barometer: The Swedish experience. *Journal of Marketing*, 56(1), pp. 6–21.
- Forsythe, S.M., & Shi, B. (2003). Consumer patronage and risk perceptions in Internet shopping. *Journal of Business Research*, 56(11), pp. 867-875.
- Fukukawa, K. (2003). A Theoretical Review of Business and Consumer Ethics Research: Normative and Descriptive Approaches. *The Marketing Review*, 3(4), pp. 381-401.
- Gaiardelli, P., Saccani, N., & Songini, L. (2007). Performance measurement of the after-sales service network. *Evidence from the automotive industry*, 58, pp. 698–708.
<https://doi.org/10.1016/j.compind.2007.05.008>
- Gao, Z., Schroeder, T.C. & Yu, X., (2010). Consumer Willingness to Pay for Cue Attribute: The Value Beyond Its Own. *Journal of International Food & Agribusiness Marketing*, 22 (1), pp 108-124.
- Garcia-Quevedo J., Mas-Verdu, F., & Montolio, D. (2013) “What types of firms acquire knowledge intensive services and from which suppliers”, *Technology Analysis and Strategic Management*, 25 (4), pp. 473-486.
- Garvin, D. A. (1984). Product quality: An important strategic weapon. *Business Horizons*, 27(3), 40-43.

- Gehrt, K.C., Onzo, N., Fujita, K., & Rajan, M.N. (2007) The Emergence of Internet Shopping in Japan: Identification of Shopping Orientation-Defined Segments. *Journal of Marketing*, 15(2), pp. 167 – 177.
- Ghosh, A. (1990). *Principles of secondary processing and casting of liquid steel* (New Delhi: Oxford & IBH) ch. 6,7 & 9. Google Scholar
- Goodyear, M. (1996). Divided by a common language: diversity and deception in the world of global marketing. *Journal of the Market Research Society*, pp. 105-115.
- Graf, R., & Perrien, J.(2005). The role of trust and satisfaction in a relationship: the case of high tech firms and banks. Conference of the European Marketing Academy University of Bradford, England
- Gronholdt, L., Martensen, A., & Kristensen, K. (2000). The relationship between customer satisfaction and loyalty: Cross industry differences. *Total Quality Management*, 11(5), pp. 506–516.
- Guajardo, J. A., Cohen, M. A., Kim, S., Netessine, S., Guajardo, J. A., Cohen, M.A., & Kim, S. (2012). Impact of Performance-Based Contracting on Product Reliability : An Empirical Analysis. *Management Science*, 58(5), pp. 961-979.
- Guatri, L. (1991), *La teoria di creazione di valore*, Egea, Milano.
- Guatri , L., & Massari, M. (1992), *La diffusione del valore*, Egea, Milano.

- Guo, F., Rakha, H., & Park, S. (2010). Multistate model for travel time reliability. *Transportation Research Record. Journal of the Transportation Research Board*, (2188), pp. 46-54
- Hair, J.F., Sarstedt, M., Pieper, T.M., & Ringle, C.M.(2012). The Use of Partial Least Squares Structural Equation Modeling in Strategic Management Research: A Review of Past Practices and Recommendations for Future Applications. *Long range planning*, 45(5-6), pp. 320-340.
- Hafzi, M.M.I., Yahaya, A., Khairil Anuar, A.K. & Wong, S.V. (2014). New Car Assessment Program for Southeast Asian Countries: Current Status and Future Developments. *Applied Mechanics and Materials*, 564(1), pp. 54-59.
- Hamzaoui-Essoussi, L., Merunka, D. and Bartikowski, B. (2011), “Brand origin and country of manufacture influences on brand equity and the moderating role of brand typicality”, *Journal of Business Research*, Vol. 64 No. 9, pp. 973-978.
- Hanzaee, K.H., & Khosrozadeh, S. (2011). The effect of the country-of-origin image, product knowledge and product involvement on information search and purchase intention. *Middle-East Journal of Scientific Research*, 8(3), pp. 625-636.
- Hansen, T. (2005). Rethinking consumer perception of food quality. *Journal of Food Products Marketing*, 11 (2), pp. 75–93.
- Harridge-March, S. (2006). Can the building of trust overcome consumer perceived risk online?. *Marketing intelligence and planning*. 24 (7), pp. 746-761.

- Harrison, P., & Shaw, R. (2004). Consumer satisfaction and post-purchase intentions: A exploratory study of museum visitors. *International Journal of Art Management*, 6(2), pp. 23–32.
- Harrison, P., & Shaw, R. (2004). Consumer Satisfaction and Post-purchase Intentions: An Exploratory Study of Museum Visitors. *International Journal of Arts Management*, 6(2), pp. 23-32.
- Hazwani, N., & Zolkifly, B. (2013). Examining customer's satisfaction towards national car attributes among Malay , Chinese and Indian, pp.13539–13542.
- Hin, C.W.E.I., & Hee, H.O.E.C. (2014). A Study of Perception of International Students on Quality of Malaysian Cars, 18, pp. 13–22.
- Hinterhuber, A. (2008). Customer Value-Based Pricing Strategies: Why Companies Resist. *Journal Of Business Strategy*. 29(4).
- Hoegg, JoAndrea, Joseph W. A., & Darren W.D. (2010). “The Good, the Bad, and the Ugly: Influence of Aesthetics on Product Feature Judgments,” *Journal of Consumer Psychology*, 20 (4), pp. 419–30.
- Horton R.L. (1976). The Structure of Perceived Risk: Some Further Progress. *Journal of the Academy of Marketing Science*, 4(4), pp. 694-706.
- Hunt, S.D., & Vitell, S. (1986). A general theory of marketing ethics. *Journal of macromarketing*, 6(1), pp. 5-16.

- Hypko, P., Tilebein, M., & Gleich, R. (2010). Benefits and uncertainties of performance-based contracting in manufacturing industries. *J. Service Management*, 21(4), pp. 460–489.
- Idoko, E.C., Nkamnebe, A.D., & Amobi, D.S.C. (2013). Public policy and SMEs' adoption of environmental sustainability orientation in Enugu, Nigeria. *African Journal of Business and Economic Research*, 8(1), pp. 11-31.
- Iverson, R.D. (1999). An Event History Analysis of Employee Turnover: The Case of Hospital Employees in Australia. *Human Resource Management Review*, 9(4). pp. 397-418.
- Lu, I.R., Lu, I.R., Heslop, L.A., Heslop, L.A., Thomas, D.R., Thomas, D.R., & Kwan, E. (2016). An examination of the status and evolution of country image research. *International Marketing Review*, 33(6), pp. 825-850.
- Jackson, T. (2005). Motivating Sustainable Consumption. *Sustainable Development Research Network*, pp. 1-170.
- Jimenez, N. H., & San Martin, S. (2010). “The role of country-of origin, ethnocentrism and animosity in promoting customer trust”. The moderating role familiarity. *International Business Review*, 19(1), pp. 344-355. <http://dx.doi.org/10.1016/j.ibusrev.2009.10.001>.
- Johnson, M.W., Christensen, C.M., & Kagermann, H. (2008). Reinventing your business model. *Harvard Business Review*, 86(12), pp. 57-68.

- Jones, M.A., Mothersbaugh, D.L., & Betty, S.E. (2000). Switching barriers and repurchase intentions in services. *Journal of Retailing*, 76(2), pp. 259–272.
- Jones, T.O., & Sasser, E.W. (1995). Why satisfied customer defect. *Harvard Business Review*, 73(6), 88–99.
- Juster, N., Fitchie, M., Taylor, S., Dew, P., Maxfield, J., & Zhao, J. (2001). Visualising the impact of tolerances on cosmetic product quality. Proceedings of the 13th International Conference on Engineering Design. Citeseer.
- Josiassen, A. (2010). Young Australian consumers and the country of origin effect: Investigation of the moderating roles of product involvement and perceived product-origin congruency. *Australasian Marketing Journal*, 18, pp. 23-27.
- Guajardo, J.A., Cohen, M.A., Netessine, S., & Cohen, M.A. (2015). Automobile Industry Service Competition and Product Quality in the, (April 2016).
- J. D. Power Associates. (2009). Vehicle ownership satisfaction study.
- Jian-ming, H. (2012). Automobile Anti-theft System Based on GSM and GPS Module, 199–201. <https://doi.org/10.1109/ICINIS.2012.86>
- Kachersky, L. (2011). Reduce content or raise price? The impact of persuasion knowledge and unit price increase tactics on retailer and product brand attitudes. *Journal of Retailing*, 87(4), pp. 479-488.

- Kalaighnam, K., Kushwaha, T., & Eilert, M. (2013). The Impact of Product Recalls on Future Product Reliability and Future Accidents: Evidence from the automobile industry. *Journal of Marketing*, 77(2), pp. 41-57.
- Kandampully, J. (2010) "Service quality to service loyalty: A relationship which goes beyond customer services". *Total Quality Management*, 9 (6), pp. 431-443.
- Kang, M., & Yang, S.U. (2010). "Comparing effects of country reputation and the overall corporate reputations of a country on international consumers' product attitudes and purchase intentions". *Corporate Reputation Review*, 13(1), pp. 52-63.
- Kang, G.D., & James, J. (2004). Service quality dimensions: an examination of Grönroos's service quality model. *Managing Service Quality*, 14(4), pp. 266-277.
- Kantsperger, R., & Kunz, W.H. (2010). Consumer trust in service companies: a multiple mediating analysis. *Managing Service Quality: An International Journal*, 20(1), pp. 4-25.
- Kardes, F.R., Cronley, M.L., Kellaris, J.J., & Posavac, S.S. (2004). The role of selective information processing in price-quality inference. *Journal of Consumer Research*, 31(2), pp. 368-74.
- Kardes, F.R., Kim, J., & Lim, J. (2001). Consumer expertise and the perceived diagnosticity of inference. *Advances in Consumer Research*, 19(1), pp. 409-410.
- Kardes, F.R., Kim, J., & Lim, J. (2001). Consumer expertise and the perceived diagnosticity of inference. *Advances in Consumer Research*, 19(1), pp. 409-410.

- Kardes, F.R., & Kalyanaram, G. (1992). Order-of-Entry Effects on Consumer Memory and Judgment: An Information Integration Perspective. *Journal of Marketing Research*, 29, pp. 343-357.
- Karjalainen, T.M. (2004). Semantic Transformation in Design: Communicating Strategic Brand Identity Through Product Design References, University of Art and Design Helsinki.
- Karjalainen, T.M., & Snelders, D. (2010). Designing visual recognition for the brand. J. *Prod. Innov. Manag.*, 27, pp. 6–22.
- Karjalainen, T.M., & Snelders, D.(2010). Designing Visual Recognition for the Brand. *Journal of Product Innovation Management*, 27(1), pp. 6-22.
- Kasper, H., & Lemmink, J. (1989). After sales service quality: Views between industrial customers and service managers. *Industrial Marketing Management*, 18(3), pp. 199-208.
- Kaur H., & Pandit, A. (2014). Consumer evaluation of brand extension: Empirical generalization and comparative analysis. *Journal of Empirical Generalizations in Marketing Science*, 15(1).
- Keh, H.T., & Xie, Y. (2009). Corporate reputation and customer behavioral intentions: The roles of trust, identification and commitment. *Industrial Marketing Management*, 38, pp. 732-742.

- Keller, K.L. (1993). Conceptualizing, Measuring, and Managing Customer-Based Brand Equity. *Journal of Marketing*, 57(1), pp. 1-22.
- Keller, K. L. (2003). Strategic Brand Management: Building, Measuring and Managing Brand Equity. Upper Saddle River, NJ: Pearson Education.
- Khamisi M. (2012). Brand image, self concept, and consumer purchasing behaviours in the Ugandan petroleum industry. Makerere University Institutional Repository
- Khetriwal, D.S., Kraeuchi, P., & Widmer, R. (2009). Producer responsibility for e-waste management: Key issues for consideration – Learning from the Swiss experience. *Journal of Environmental Management*, 90(1), pp. 153-165.
- Kim, J., & Bae, I. (2011). An Influence of Korean National Image on Japanese Consumer's Perceived Quality, Risk and Information Cost Saving: focused on Mediating Role of Brand Credibility. *International Area Studies Review*. 15(1), pp. 315–39.
- Kim, P.H., Ferrin, D.L., Cooper, C.D., & Dirks, K.T. (2004). Removing the Shadow of Suspicion: The Effects of Apology Versus Denial for Repairing Competence Versus Integrity-Based Trust Violations. *Journal of Applied Psychology*, 89(1), pp. 104-118.
- Kim, M.J., Chung, N., & Lee, C.K. (2011). The effect of perceived trust on electronic commerce: Shopping online for tourism products and services in South Korea. *Tourism Management*, 32 (2), pp. 256-265.
- Kim, S.H. (2011). Strategic reliability investments in multi-indenture supply chains. Working paper, Yale University, New Haven, CT.

- Kim, Y., & Han, H. (2010). Intention to pay conventional-hotel prices at a green hotel a modification of the theory of planned behavior. *J. Sustain. Tour.* 18(8), pp. 997–1014
- King, S. (1991). Brand building in the 1990s. *Journal of Consumer Marketing*, 8(4), pp.43-52. <https://doi.org/10.1108/07Kinra>. (2006), The effect of country-of-origin on foreign brand names in Indian market. *Marketing Intelligence and Planning*, 24(1), pp.12-30.
- Kley, F., Lerch, C., & Dallinger, D. (2011). New business models for electric cars - A holistic approach. *Energy Policy*, 39, pp. 3392–3403.
- Kleyner, A., & Sandborn. P. (2005). A Warranty Forecasting Model Based on Piecewise Statistical Distributions and Stochastic Simulation. *Reliability Engineering & System Safety*, 88 (3), pp. 207–214.
- Knight J. (1993) Internationalization: Management strategies and issues. *International Education Magazine*, 9(6), pp. 21–22. [Google Scholar](#)
- Knight, G.A., Spreng, R.A., & Yaprak, A. (2003). Cross-national development and validation of an international business measurement scale: the COISCALE. *International Business Review* 12(5), pp. 581-599.
- Knight, G.A., & Calantone, R.J. (2000). A flexible model of consumer country-of-origin perceptions: A cross-cultural investigation. *International Marketing Review*, 17(2), pp.127-145. <https://doi.org/10.1108/02> .
- Kotler, P. & Armstrong, G. (2018). Principles Of Marketing; 12th Edition, Prentice Hall

- Kotler, P., & Lee, N. (2007) Social marketing: Influencing behaviors for good (3rd ed. pp 132-134). Thousand Oaks, CA: Sage.
- Krejcie, R.V., & Morgan, D.W. (1970). Determining Sample Size for Research Activities. *Educational and psychological Measurement*, 30, pp. 607-610.
- Kreuzbauer, R., & Malter, A.J.(2005) Embodied Cognition and New Product Design: Changing Product Form to Influence Brand Categorization. *Journal of Product Innovation* 22(2), pp. 165-176.
- Kurata, H., & Nam, S.H. (2010). After-sales service competition in a supply chain: Optimization of customer satisfaction level or profit or both?. *International Journal of Production Economics*, 127(1), pp. 136-146.
- Kurtuldu, H.S., Mirzai, H., Ruzdar, M. & Khalili, M. (2011) The Impact of Social Factors Affecting Consumer Behaviour on Selecting Characteristics of Irankhodro Cars. *Journal of Basic and Applied Scientific Research*, 1(10), pp. 1397-1405.
- Kuo, Y.F., Wu, C.M., & Deng, W.J. (2009). The relationships among service quality, perceived value, customer satisfaction, and post-purchase intention in mobile value-added services. *Computers in human behavior*, 25(4), pp. 887-896.
- Kumar, A., Kim, Y.K., & Pelton, L. (2009). Indian consumers' purchase behavior toward US versus local brands. *International Journal of Retail & Distribution Management*, 37(6), pp. 510-526

- Kwun, W.J.D. (2010). Effects of campus foodservice attributes on perceived value, satisfaction, and consumer attitude: A gender-difference approach. *International Journal of Hospitality Management*, 30 (2011), pp. 252–261.
- LaLopa, J.M. (1997). Commitment and Turnover in Resort Jobs. *Journal of Hospitality & Tourism Research* 12(2), pp. 11-26.
- Lambin, J.J. (1996). Strategic marketing management. McGraw-Hill
- Landwehr, J.R., Wentzel, D., & Herrmann, A. (2013). Product Design for the Long Run : Consumer Responses to Typical and Atypical Designs at Different Stages of Exposure, 77(September), 92–107.
- Langan, R., Besharat, A., & Varki, S. (2016). The effect of review valence and variance on product evaluations : An examination of intrinsic and extrinsic cues. *International Journal of Research in Marketing*. <https://doi.org/10.1016/j.ijresmar.2016.10.004>
- Langan, R., Besharat, A., & Varki, S. (2016). The effect of review valence and variance on product evaluations : An examination of intrinsic and extrinsic cues. *International Journal of Research in Marketing*. <https://doi.org/10.1016/j.ijresmar.2016.10.004>

- Landwehr, J. R., Labroo, A. A., & Herrmann, A. (2011). Gut liking for the ordinary: Incorporating design fluency improves automobile sales forecasts. *Marketing Science*, 30(3), pp. 416-429.
- Laroche, M., Papadopoulos, N., Heslop, L.A., & Mourali. M. (2005). The influence of country image structure on consumer evaluations of foreign products. *International Marketing Review*, 22(1), pp. 96-115. <https://doi.org/10.1108/>
- Lawley, M., Birch, D., & Hamblin, D. (2012). An exploratory study into the role and interplay of intrinsic and extrinsic cues in Australian consumers' evaluations of fish. *Australasian Marketing Journal (AMJ)*, 20(4), pp. 260–267. <https://doi.org/10.1016/j.ausmj.2012.05.014>
- Lee, H.M., Chen, T., & Guy, B.S. (2014). How the Country-of-Origin Image and Brand Name Redeployment Strategies Affect Acquirers' Brand Equity After a Merger and Acquisition. *Journal of Global Marketing*, 27(3), pp. 191-206.
- LeBon, G. (1895). *Psychologie des foules (the crowd)* Paris: F. Alcan,
- Lee, C., Lee, H., Lee, S., & Kim, J. (2013). The Effect of WOM's Information Characteristics on WOM Adoption in the Online Shopping Context: Focused on the Mediating Roles of Trust and Usefulness. *Korea Research Academy of Distribution and Management Review*, 16(3), pp. 59–75.

- Lee, H.J., Kumar, A., & Kim, Y. K. (2010). Indian consumers' brand equity toward a US and local apparel brand. *Journal of Fashion Marketing and Management: An International Journal*, 14(3), pp. 469-485.
- Lee, J., & Allaway, A. (2002). Effects of personal control on adoption of self-service technology innovations. *Journal of Services Marketing*, 16(6), pp. 553-572, <https://doi.org/10.1108/0>
- Lee, R., & Lockshin, L. (2012). Reverse country-of-origin effects of product perceptions on destination image. *Journal of Travel Research*, 51, pp. 502–511.
- Lee, T.W., & Govindan, S. (2014). Emerging Issues in Car Purchasing Decision, 5(September), 169–179.
- Lee, M., & Lou, Y. (2011). Consumer reliance on intrinsic and extrinsic cues in product evaluations: A conjoint approach. *Journal of Applied Business Research (JABR)*, 12, pp. 21–29.
- Lee, H., & Lee, H. (2015). Indian consumers brand equity toward a US and local apparel brand Indian consumers' brand equity toward a US and local apparel brand, (February). <https://doi.org/10.1108/13612021011061898>
- Leischnig, A., Schwertfeger, M., & Geigenmueller, A. (2011). Do shopping events promote retail brands?. *International Journal of Retail & Distribution Management*, 39(8), pp. 619-634. <https://doi.org/10.1108/095>

- Leonidou, L. C., Talias, M. A., & Leonidou, C. N (2008). Exercised power as a driver of trust and commitment in cross-border industrial buyer–seller relationships. *Industrial Marketing Management*, 37, pp. 92-103
- Liefeld, J.P., Heslop, L.A., Papadopoulos, N., & Wall, M., 1996. Dutch consumer use of intrinsic, country-of-origin, and price cues in product evaluation and choice. *Journal of International Consumer Marketing*, 9 (1), pp. 57.
- Lim, E.P., Nguyen, V.A., Jindal, N., Liu, B., & Lauw, H.W. (2010). Detecting product review spammers using rating behaviors. Proceedings of the 19th ACM International Conference on Information and Knowledge Management (pp. 939–948)
- Lin, L.Y., & Chen, C.S. (2006). The influence of the country-of-origin image, product knowledge and product involvement on consumer purchase decisions: an empirical study of insurance and catering services in Taiwan. *Journal of Consumer Marketing*, 23(5), pp. 248-265. <http://dx.doi.org/10.1108/07363760610681655>
- Ling, K.C., Piew, T.H., & Chai, L.T. (2010). The determinants of consumers' attitude towards advertising. *Canadian Social Science*, 6(4), pp. 114-126.
- Liu, R., Pieniak, Z., & Verbeke, W. (2013). Consumers' attitudes and behaviour towards safe food in China: a review. *Food Control*, 33, pp. 93-104.
- Lockshin, L., & Hall, J. (2003). Consumer purchasing behaviour for wine: what we know and where we are going (Doctoral dissertation, University of South Australia, Wine Marketing Research Group).

- López-Nicolás, C., Molina-Castillo, F. J., & Bouwman, H. (2008). An assessment of advanced mobile services acceptance: Contributions from TAM and diffusion theory models. *Information & Management*, 45(6), pp. 359-364.
- Lutz, N.A., & Padmanabhan, V. (1998). Warranties, extended warranties, and product quality. *International Journal of Industrial Organization*, 16(4), pp. 463-493.
- Lyons, K.F., & Murthy, D.N.P., (2001). Warranty and Manufacturing MA Rahim, M. Ben-Daya (Eds.), *Integrated Optimal Modelling in PIQM: Production Planning, Inventory, Quality and Maintenance*, Kluwer Academic Publishers, New York. pp. 289-324.
- Macintosh, G., & Lockshin, L.S (1997). Retail relationships and store loyalty: A multi-level perspective. *International Journal of Research in Marketing*, 14(5), pp. 487-497.
- Mafe, C.R., & Blas, S.S. (2008). The impact of television dependency on teleshopping adoption. *Journal of Research in Interactive Marketing*, 2(1), pp. 5-19. Retrieved February 10, 2012 from ProQuest Central (228296207).
- Magnusson, P., Westjohn, S., & Zdravkovic, S. (2011), "Further clarification on how perceived brand origin affects brand attitude: a reply to Samiee and Usunier". *International Marketing Review*, 28(5), pp. 497-507.
- Majeske, K.D. (2007). "A Non-homogeneous Poisson Process Predictive Model for Automobile Warranty Claims." *Reliability Engineering & System Safety*, 92 (2), pp. 243–251.

Malhotra, N. K., & Birks, D. F. (2000). EIS Inc. *Marketing research: an applied approach*.

Manna, D.K., Pal, S., & Sinha, S. (2007). A use-rate based failure model for two-dimensional warranty. *Comput Ind Eng.* 52, pp. 229-40.

Mark, (2009). ASEAN automotive market review.
<http://www.allbusiness.com/legal/international/Trade-law-treaties-agreements-free/13380329-1.html>

Martinez, E., & De Chernatony, L. (2004). The effect of brand extension strategies upon brand image. *Journal of Consumer Marketing*, 21(1), pp.39-50. <https://doi.org/10.1108>,

Martín, H.S., & Herrero, Á. (2012). Influence of the user's psychological factors on the online purchase intention in rural tourism: Integrating innovativeness to the UTAUT framework. *Tourism Management*, 33(2), pp. 341-350.

Martin, I.M., & Eroglu, S. (1993). Measuring a multi-dimensional construct: Country image. *Journal of Business Research*, 28(3), pp. 191-210.

Massad, V.J., & Tucker, J.M. (2000). Comparing bidding and pricing between in-person and online auctions. *Journal of Product & Brand Management*, 9(5), pp. 325-340.

- McCole, P., Ramsey, E., & Williams, J (2010). Trust considerations on attitudes towards online purchasing: The moderating effect of privacy and security concerns. *Journal of Business Research*, 63(9-10), pp. 1018-1024.
- McKinsey & Company. (2013). The road to 2020 and beyond: What's driving the global automotive industry?. pp.1-24., Retrieved from www.mckinsey.com
- McKnight, D.H., & Chervany, N.L. (1996). The Meanings of Trust. Citeseer
- Menezes, M.A.J., & Quelch, J.A. (1990). Leverage your warranty program. *Sloan Management Review*, 31(4), pp. 69-80.
- Michaelis, M., Woisetschlager, D.M., Backhaus, C., & Ahlert, D. (2008). “The effects of country of origin and corporate reputation on initial trust: an experimental evaluation of the perception of polish consumers”. *International Marketing Review*, 25(4), pp. 404-422.
- Milberg, S.J., & Sinn, F. (2008). Vulnerability of global brands to negative feedback effects. *Journal of Business Research*, 61(6), pp. 684-690.
- Mirela-cristina, V. (2013). A quantitative research of consumer’s attitude towards food products advertising. *Computational method in social sciences*. (185).
- Mitchell, V.W. (1992). Understanding consumers’ behaviour: Can perceived risk theory help?. *Management Decision*, 30(3), pp. 26-31.

- Miyazaki, A.D., Grewal, D., & Goodstein, R.C. (2005). The effect of multiple extrinsic cues on quality perceptions: A matter of consistency. *Journal of Consumer Research*, 32(1), pp. 146–153
- Miyazaki, A.D., Grewal, D., & Goodstein, R.C. (2005). The effect of multiple extrinsic cues on quality perceptions: A matter of consistency. *Journal of Consumer Research*, 32, pp.146–153.
- Mohamed, M.S.S., Shamsul, B.M.T., Rahman, R., Jalil, A., & Aswan, N. (2015). Issues Surrounding Car Center Stack Designs in Malaysia: An Exploratory Study. *In Applied Mechanics and Materials* 761, pp. 693-697.
- Monö, R.G., Knight, M., & Monö, R. (1997). Design for product understanding: The aesthetics of design from a semiotic approach. Liber
- Mukherjee, A., & Patel, N. (2005), FDI in Retail Sector: India: A Report by ICRIER and Ministry of Consumer Affairs, Academic Foundation, Government of India, New Delhi.
- Murthy, D.N.P. (2007). Product reliability and warranty: an overview and future research. *Produção*, 17(3), pp. 426-434.
- Murthy, D.N.P., Rausand, M., & Osteras, T. (2008), Product Reliability - Performance and Specifications, Springer Verlag, London. pp. 284.
- Murthy, D.N.P., & Blischke, W.R. (2005). Warranty Management and Product Manufacture, Springer Verlag, London,.

- Murthy, D.N.P., & Djamaludin, I. (2002). New product warranty: A literature review. *International Journal of Production Economics*, 79(3), pp. 231-260.
- Momeni & Nazemi H.Y. (2010). A fuzzy-random Utility Model of Consumer Choice; Uncertainty Effect. *World Applied Sciences Journal*, 8(10).1183-1192.
- Monroe K.B. (1990). Pricing: Making profitable decisions. McGraw-Hill Companies.
- Monö, R.W. (1997). Design for Product Understanding: The Aesthetics of Design from a Semiotic Approach. Stockholm: Liber AB. [Google Scholar](#)
- Moorman, C., Zaltman, G., & Deshpande, R., (1992). Relationships Between Providers and Users of Market Research: The Dynamics of Trust Within and Between Organizations. *Journal of Marketing Research*, 29(3), pp. 314.
- Nagashima, A. (1970). A comparison of Japanese and US attitudes toward foreign products. *The Journal of Marketing*, 68-74.
- Nahman, A. (2010). Extended producer responsibility for packaging waste in South Africa: Current approaches and lessons learned. *Resources, Conservation and Recycling*, 54(3), pp. 155-162.
- Nawi, A.S., Ahmad, S.A.B., Mahmood, W.M.W., Krishnan, G., Nair, S., & Nurathirah, A. S. (2013). Determinants of Passenger Car Sales in Malaysia Faculty of Business and Management , Universiti Teknologi MARA Terengganu , 23, 67–73. <https://doi.org/10.5829/idosi.wasj.2013.23.eemcge.22013>

- Neal, W.D. (1999). Satisfaction is nice, but value drives loyalty. *Marketing Research*, 11(1), pp. 20–23.
- Nebenzahl, I.D. Jaffe, E.D., & Usunier, J.C. (2003). *MIR: Management International Review*, 43(4), pp. 383-406.
- Netemeyer, R.G., Krishnan, B., Pullig, C., Wang, G., Yagci, M., Dean, D., & Ricks, J. (2004) Developing and validating measures of facets of customer-based brand equity. *Journal of Business Research*, 57(2), pp. 209-224.
- Newholm, T., & Shaw, D. (2007). Studying the ethical consumer: a review of research. *Journal of Consumer Behaviour*, 6(5), pp. 253-270.
- Nkechi, E.I. (2010). Quality Improvement in a Global Competitive Marketplace- Success Story from Nigeria. *International Journal of Business and Management*. 5(1), pp. 211-218.
- Lopez-Nicolas, C., & Molina-Castillo, F.J. (2008). Customer Knowledge Management and E-commerce: The role of customer perceived risk. *International Journal of Information Management*, 28(2), pp. 102-113.
- Ofori-Dwumfuo, G.O., & Paatey, E. (2011). The Design of an Electronic Voting System Research *Journal of Information Technology*, 3(2), pp. 91-98.
- Olsen, S.O. (2002). Comparative evaluation and the relationship between quality, satisfaction, and repurchase loyalty. *Journal of the Academy of Marketing Science*, 30(3), pp 240–249.

- Olson, J.C., & Jacoby, J. (1972). Cue utilization in the quality perception process ACR Special Volumes, pp.167-179.
- Olson, D. (1977). From Utterance to Text: The Bias of Language in Speech and Writing. *Harvard Educational Review*, 47(3), pp. 257-281.
- O'Neill, M., & Palmer, A. (2003). An exploratory study of the effects of experienced on consumer perceptions of the service quality construct. *Managing Service Quality*, 13(3), pp. 187 – 196.
- Orsato, R.J., & Wells, P. (2007). The automobile industry & sustainability. *Journal of Cleaner Production*, 15(11-12), pp 989-993.
- Osterwalder, D. (2001). Trust Through Evaluation and Certification?. *Social Science Computer Review*, 19(1), pp. 32-46.
- Rahman, O. (2011). Understanding Consumers' Perceptions and Buying Behaviours: Implications for Denim Jeans Design. *Journal of Textile and Apparel, Technology and Management*, 17(1), pp. 1-16.
- Rest, J.R. (1979). Development in judging moral issues. Minneapolis: University of Minnesota Press. Google Scholar
- Papadopoulos, N.G., & Heslop, L. (1993). Product-country images: Impact and role in international marketing. Routledge.

- Pappas, J. M., & Flaherty, K. E. (2008). The effect of trust on customer contact personnel strategic behavior and sales performance in a service environment. *Journal of Business Research*, 61, pp.894-902
- Pappu, R., Quester, P.G., & Cooksey, R.W. (2006). Consumer-based brand equity and country-of-origin relationships: Some empirical evidence. *European Journal of Marketing*, 40(5/6), pp. 696-717. <https://doi.org/10.1108/>
- Parasuraman, A., Zeithaml, V.A., & Berry, L.L. (1988). SERVQUAL: A Multiple- Item Scale for Measuring Consumer Perceptions of Service Quality. *J. Retailing*, 64 (1), pp. 12– 40.
- Park, J., Lee, H., & Kim, C. (2014). Corporate social responsibilities , consumer trust and corporate reputation : South Korean consumers perspectives . *Journal of Business Research*, 67(3), pp. 295–302. <https://doi.org/10.1016/j.jbusres.2013.05.016>
- Parisi, F. (2004), “The Harmonization of Legal Warranties in European Law: An Economic Analysis,” *American Journal of Comparative Law*, 52 (Spring), 403–430.
- Parkvithee, N., & Miranda, M.J. (2012). The interaction effect of country-of-origin, brand equity and purchase involvement on consumer purchase intentions of clothing labels. *Asia Pacific Journal of Marketing*, 24(1), pp.7-22.
- Palmatier, R.W., Dant, R.P., Grewal, D., & Evans, K.R. (2006). Factors influencing the effectiveness of relationship marketing: A meta-analysis. *Journal of Marketing*, 70(4), pp. 136-153.

- Paton, E. (2013a). Creative directors stage boardroom coup. *Financial Times*, 8(8).
- Patterson, M., & O'Malley, L. (2006). Brands, consumers and relationships : A review. *Irish Marketing Review*, 18.1/2, pp. 10-20.
- Pedhazur, E. J. (1997). Multiple regression in behavioral research. Fort Worth, TX: Harcourt Brace
- Person, O., Schoormans, J.P.L., Snelders, D., & Karjalainen, T.M. (2008). Should new products look similar or different? The influence of the market environment on strategic product styling. *Design Studies*, 29(1), pp. 30–48.
- Peter, J.P., & Tarpey Sr, L.X. (1975). A Comparative Analysis of Three Consumer Decision Strategies. *Journal of consumer research*, 2(1), pp. 29-37.
- Petty, R.E., & Wegener, D.T. (1998). Attitude Change: Multiple Roles for Persuasion Variables, *The Handbook of Social Psychology*, 4th edition, pp. 323- 390, McGraw-Hill, New York, http://www.fca.pucminas.br/saogabriel/raop/pdf/attitude_change.pdf
- Peter, P.J., & Jerry, C.O. (2006). Consumer behavior: Perilaku konsumen dan strategi pemasaran. Translators: Damos Sihombing. Jakarta: Erlangga,

- Pharr J.M. (2005). Synthesizing Country-of-Origin Research from the Last Decade: Is the Concept Still Salient in an Era of Global Brands?. *Journal of Marketing Theory and Practice*, 13(4), pp. 34-45
- Pizam, A., & Thornburg, S.W. (2000). Absenteeism and voluntary turnover in Central Florida hotels: a pilot study . *International Journal of Hospitality Management*, 19(2), pp. 211-217.
- Podsakoff, P.M., MacKenzie, S.B., Lee, J.Y., & Podsakoff, N.P. (2003). Common method biases in behavioral research: A critical review of the literature and recommended remedies. *Journal of Applied Psychology*, 88(5), pp. 879-903. <http://dx.doi.org/10.1037/0021-9010.88.5.879>
- Portolese Dias, L. (2004). Generational buying behaviors (Unpublished Dissertation). Argosy University, Seattle, WA.
- Porter, M.E. (1974). Consumer Behavior, Retailer Power and Market Performance in Consumer Goods Industries. *The Review of Economics and Statistics*, 56(4), pp. 419-436.
- Popovic, P., Ivanovic, G., Mitrovic, R., & Subic, A. (2011). Design for reliability of a vehicle transmission system, 226, pp 194–209. <https://doi.org/10.1177/0954407011416175>
- Potoglou, D., & Kanaroglou, P.S. (2008). Modelling car ownership in urban areas: a case study of Hamilton, Canada. *Journal of Transport Geography*, 16, pp. 42–54.

- Propfe, B., Redelbach, M., Santini, D.J., & Friedrich, H. (2012). Cost analysis of Plug-in Hybrid Electric Vehicles including Maintenance & Repair Costs and Resale Values. In. Proceedings of the EVS26 International Battery, Hybrid and Fuel Cell Electric Vehicle Symposium, Los Angeles.
- Qasem, A., Baharun, R., & Yassin, A. (2016). The Role of Extrinsic Product Cues in Consumers Preferences and Purchase Intentions : Mediating and Moderating Effects, 5(1), 85–96. <https://doi.org/10.18421/TEM51-14>
- Qasem, A., & Baharun, R. (2011). Toward integrative model of consumers' perceived for brand quality and preferences: a theoretical perspective. *International Journal of Marketing and Management Research*, 2(7), pp.1-17.
- Randall, W.S., Pohlen, T. L., & Hanna, J.B. (2010). Evolving a theory of performance-based logistics using insights from service dominant logic. *J. Bus. Logist*, 31(2), pp. 35–61.
- Ranjbarian, B., Shekarchizade, Z., & Momeni, Z. (2010). Celebrity endorser influence on attitude toward advertisements and brands. *European Journal of Social Sciences*, 13(3), pp. 399-407.

- Rao, A.R., & Monroe, K.B. (1989). The Effect of Price, Brand Name, and Store Name on Buyers' Perceptions of Product Quality: An Integrative Review. *Journal of Marketing Research*, 26(3), pp. 351-357
- Ray, S., & Kanta Ray, P. (2011). Product innovation for the people's car in an emerging economy. *Technovation*, 31(5), pp. 216-227.
- Ratchford, B.T., Lee, M.S., & Talukdar, D. (2003). The impact of the Internet on information search for automobiles. *Journal of Marketing research*, 40(2), pp. 193-209.
- Reast, J.D. (2005). Brand trust and brand extension acceptance: the relationship", *Journal of Product & Brand Management*, 14(1), pp.4-13. <https://doi.org/10.1108/10>
- Reuber, A.R., & Fischer, E. (2011). When nobody knows your name: country-of-origin as a reputational signal for online businesses. *Corporate Reputation Review*, 14(1), pp. 37-51.
- Reid, R.D., & Sanders, N.R. (2007). Operation Management. USA: WILEY.
- Rezvani, S., Dehkordi, G.J., Rahman, M.S., Fouladivinda, F., Habibi, M., & Eghtebasi, S. (2012). A Conceptual Study on the Country of Origin Effect on Consumer Purchase Intention. *Asian Social Science*, 8(12), pp. 205-215.
- Richardson, P.S., Dick, A.S., & Jain, A.K. (1994). Extrinsic and intrinsic cue effects on perceptions of store brand quality. *Journal of Marketing*, 58 (4), pp. 28.

- Rigopoulou, I.D., Chaniotakis, I.E., Lymperopoulos, C., & Siomkos, G.I. (2008). After-sales service quality as an antecedent of customer satisfaction: The case of electronic appliances. *Managing Service Quality*, 18(5), pp.512-527.
- Rijnsoever, F.J.V, Castaldi, C., & Dijst, M. J. (2012). Journal of Retailing and Consumer Services In what sequence are information sources consulted by involved consumers? The case of automobile pre-purchase search. *Journal of Retailing and Consumer Services*, 19(3), pp. 343–352. <https://doi.org/10.1016/j.jretconser.2012.03.008>
- Roberts, K., Varki, S., & Brodie, R. (2003). Measuring the quality of relationships in consumer services: An empirical study. *European Journal of Marketing*, 37(1/2), pp.169–196.
- Rondán Cataluña F.J. (2004). Precio versus lealtad hacia la marca en la elección de compra. *Europeas de Dirección y Economía de Dirección y Economía de la Empresa*, 10(1), pp. 1135-2523.
- Rosa, I. M., & Rodan, F. J. (2011). Antecedents of the importance of price in purchase decision.
- Roth, S.A. (2007). Understanding Pricing Objectives and Strategies. The Pennsylvania State University.
- Roy, R. & Chau, R., (2011). ‘Consumer-based brand equity and status-seeking motivation for a global versus local brand’. *Asia Pacific Journal of Marketing and Logistics*, 23(3), pp. 270-284.

- Roth, K.P., & Diamantopoulos, A. (2009). Advancing the country image construct. *Journal of Business Research*, 62(7), pp. 726-740.
- Salas-fumás, V., & Sáenz-royo, C. (2014). Long- and short-term efficiency in an automobile factory: An Econometric Case Study. *Intern. Journal of Production Economics*. <https://doi.org/10.1016/j.ijpe.2014.05.018>
- Samiee, S. (2011), “Resolving the impasse regarding research on the origins of products and brands”. *International Marketing Review*, 28(5), pp. 473-485.
- Schlosser, A.E., White, T.B., & Lloyd, S.M. (2006). Converting Web Site Visitors into Buyers: How Web Site Investment Increases Consumer Trusting Beliefs and Online Purchase Intentions. *Journal of Marketing*, 70(2), pp. 133-148. <https://doi.org/10.1509/jmkg.70.2.133>
- Shaw, D., Shiu, E., Hassan, L., Bekin, C., & Hogg, G. (2007). Intending To Be Ethical: An Examination of Consumer Choice in Sweatshop Avoidance. *Advances in Consumer Research*, 34, pp. 31-38.
- Shaw, D., & Shui, E. (2002). An assessment of ethical obligation and self-identity in ethical consumer decision-making: a structural equation modelling approach. *International Journal of Consumer Studies*, 26(4), pp.286-293.

- Sheppard, B.H., Hartwick, J., & Warshaw, P.R. (1988). The Theory of Reasoned Action: A Meta-Analysis of Past Research with Recommendations for Modifications and Future Research *Journal of Consumer Research*, 15(3), pp. 325–343. <https://doi.org/10.1086/209170>
- Sekaran, U. (2003). Research Methods for Business: A Skill e Building Approach, fourth ed. John Willey & Son, Inc, New York.
- Selnes, F. (1998). Antecedents and consequences of trust and satisfaction in buyer-seller relationships. *European Journal of Marketing*, 32(3/4), pp. 305-322. <https://doi.org/10.1108/03>
- Seng, L.C. (2015). Product and Price Influence on Cars Purchase Intention in Malaysia, 7969(108), pp. 108–119.
- Srinivasan, N., Jain, S. C., & Sikand, K. (2004). An experimental study of two dimensions of country-of-origin (manufacturing country and branding country) using intrinsic and extrinsic cues. *International Business Review*, 13(1), pp 65-82.
- Saccani, N., Johansson, P., & Perona M. (2007). Configuring the after-sales service supply chain: A multiple case study. *International Journal of Production Economics*, 110 (1-2), pp. 52-69.

- Sanayei, A., Shahin, A., & Taherfar, A. (2013). Analyzing the Effects of Brand Innovativeness on Attitude towards the Brand Considering the Moderating Role of Consumer Innovativeness with a Case Study in Students of University of Isfahan, 3(3), 290–297. <https://doi.org/10.6007/IJARAFMS/v3-i3/187>
- Samatlı-Paç, G., & Taner, M.R. (2009). The role of repair strategy in warranty cost minimization: An investigation via quasi-renewal processes. *European Journal of Operational Research*, 197(2), pp. 632-641.
- Shamim, A., & Mohsin Butt, M. (2013). A critical model of brand experience consequences. *Asia Pacific Journal of Marketing and Logistics*, 25(1), pp.102-117.
- Shang, S.S.C., Wu, Y., & Sie, Y. (2017). Computers in Human Behavior Generating consumer resonance for purchase intention on social network sites. *Computers in Human Behavior*, 69, pp. 18–28. <https://doi.org/10.1016/j.chb.2016.12.014>
- Seitz, M.A. (2007). A critical assessment of motives for product recovery: the case of engine remanufacturing. *Journal of Cleaner Production*, 15(11-12), pp. 1147-1157.
- Simbolon, S. (2015). Application of theory of reasoned action in predicting the consumer behavior to buy the Toyota Avanza Veloz at Pt Putera Auto Perkasa Medan. *Contribution / Originality*, 5(7), pp.357–372. <https://doi.org/10.18488/journal.2/2015.5.7/2.7.357.372>

- Siringoringo, H., Margianti, E. S., Kowanda, A., & Saptariani, T. (2013). Shopping Behavior of Indonesian Consumer Towards Imported Products. *Procedia-Social and Behavioral Sciences*, 81, pp.411-415.
- Song, D., & Morton, C. R. (2016). The Influence of Regulatory Focus, Psychology & Marketing, Vol. 33(11): 917–933. <https://doi.org/10.1002/mar>
- Stylidis, K., Wickman, C., & Söderberg, R. (2015). Defining perceived quality in the automotive industry: an engineering. *Procedia CIRP*, 36, pp. 165–170. <https://doi.org/10.1016/j.procir.2015.01.076>
- Su, C., & Wang, X. (2015). Author ' s Accepted Manuscript warranty. *Reliability Engineering and System Safety*. <https://doi.org/10.1016/j.ress.2016.07.004>
- Suh, J.C., & Yi, Y.J. (2006). When brand attitudes affect the customer satisfaction-loyalty relation: the moderating role of product involvement. *Journal of Consumer Psychology*, 16 (2), pp. 145-55.
- Sultana, M., & Ibrahim, K.A. (2014). Challenges and Opportunities for Malaysian Automotive Industry. *American International Journal of Contemporary Research*, 4(9), pp. 175-182.
- Szbillo, G.J., & Jacoby, J., (1974). Intrinsic versus extrinsic cues as determinants of perceived product quality. *Journal of Applied Psychology*, 59 (1), pp. 74–78.

- Taylor, S. A. (1996). Consumer satisfaction with marketing education: Extending services theory to academic practice. *Journal of Consumer Satisfaction Dissatisfaction and Complaining Behavior*, 9, pp. 207-220.
- Teas, R.K., & Agarwal S. (2000). The effects of extrinsic product cues on consumers' perceptions of quality, sacrifice, and value. *Journal of the Academy of Marketing Science*, 28, pp. 278–290.
- Teng, L., Laroche, M., & Zhu, H. (2007). The effects of multiple ads and multiple brands on consumer attitude and purchase behavior. *Journal of Consumer Marketing*, 24(1), pp.27-35, <https://doi.org/10.1108/07363760710720966>.
- Thurstonekamp, J.B.E. (1990). Conceptual model of the quality perception process. *Journal of Thurstone, L.L. (193). 1 The measurement of social attitudes. The Journal of Abnormal and Social Psychology*, 26(3), pp. 249-269.
- Business Research*, 21 (4), pp. 309–333.
- Trading Economics (2017). Department of Statistics Malaysia. <http://www.consumerreports.org/car-reliability/car-reliability-survey-2016/> (retrieved dated January 24, 2017)
- Tsao, W.C., & Tseng, Y.L. (2011). The impact of electronic-service quality on online shopping behaviour. *Total Quality Management & Business Excellence*, 22(9), pp.1007–1024.

- Tsiotsou, R. (2005). Perceived Quality Levels and their Relation to Involvement, Satisfaction, and Purchase Intentions. *Marketing Bulletin*, 16(4), pp. 1-10.
- Turrentine, T.S., & Kurani, K.S., (2007). Car Buyers and Fuel Economy?. *Energy Policy*, 35(2), pp. 1213-1223.
- Usunier, J.C. (2011). The shift from manufacturing to brand origin: suggestions for improving COO relevance. *International Marketing Review*, 28(5), pp. 486-496.
- Van Rijnsoever, F., Farla, J., & Dijst, M. J. (2009). Consumer car preferences and information search channels. *Transportation Research Part D: Transport and Environment*, 14(5), pp. 334–342.
- Veale, R., & Quester, P. (2009). Tasting quality: the roles of intrinsic and extrinsic cues. *Asia Pacific Journal of Marketing and Logistics*, 21 (1), pp.195–207.
- Veale, R., Quester, P., & Karunaratna, A. (2006). The role of intrinsic (sensory) cues and the extrinsic cues of country of origin and price on food product evaluation .3 rd International Wine Business & Marketing Research Conference, Montpellier
- Veale, R. (2006). The role of intrinsic (sensory) cues and the extrinsic cues of country of origin and price on food product evaluation, (July), pp. 6–7.
- Verlegh. P.W.J., Steenkamp, J.B.E.M., & Meulenberg, M.T.G. (2005). Country-of-origin effects in consumer processing of advertising claims. *International Journal of Research in Marketing*, 22(2), pp. 127-139.

- Vermeir, I., & Verbeke, W. (2007). Sustainable food consumption among young adults in Belgium: Theory of Planned Behaviour and the role of confidence and values. *Ecological Economics*, 64, pp. 542-553.
- Vicari S. (1991), L'impresa vivente, Etas Libri, Milano.
- Vicari, S., Bertoli, G., & Busacca, B. (1999). "La valutazione dei beni immateriali nella prospettiva della fiducia", working paper n.52, Osservatorio di Marketing – SDA Bocconi, Milano
- Vomberg, A., Homburg, C., & Bornemann, T. (2015). Talented people and strong brands: The contribution of human capital and brand equity to firm value. *Strategic Management*, 36(13), pp. 2122-2131.
- Wad, P., & Govindaraju, V.G.R.C. (2011). Automotive industry in Malaysia: an assessment of its development. *International Journal of Automotive Technology and Management*, 11(2). DOI: 10.1504/IJATM.2011.039542
- Wad, P. (2009). "Automotive industry in Malaysia: evolution and impact of global crisis" *Background paper to the ILO Asian regional workshop on the automobile industry*
- Wagner, B.A., & Young, J.A. (2009). Seabass and seabream farmed in the Mediterranean: swimming against the tide of market orientation. *Supply Chain Management: An International Journal*, 14 (6), pp. 435–446.

- Wagner, S. M., & Lindemann, E. (2008). A case study-based analysis of spare parts management in the engineering industry. *Production Planning & Control*, 19(4), pp. 397- 407.
- Walker, M., & Heere, B. (2010). Consumer Attitudes toward Responsible Entities in Sport (CARES): Scale development and model testing. *Sport Management Review*, 14 (2011), pp. 153–166.
- Walz, A.M., & Celuch, K.G. (2010). The effect of retailer communication on customer advocacy: the moderating role of trust. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior; Provo*, 2 (3), pp. 95-110.
- Wansink, B., & Park, S.B. (2000). Methods and Measures That Profile Heavy Users. *Journal of Advertising Research*, 40(4), pp. 61-72.
- Wang, Y.G., & Lo, H.P. (2002). Service quality, customer satisfaction and behavior intentions: Evidence from China's telecommunication industry. *Inf.* 4(6), pp. 50-60.
- Wang, X., & Yang, Z. (2008). Does country of origin matter in the relationship between brand personality and purchase intention in emerging economies? Evidence from China's auto industry. *International Marketing Review*, 25(4), pp. 458-474.
- Warshaw, P.R., & Davis' F.D. (1985). Disentangling behavioral intention and behavioral expectation. *Journal of experimental social psychology*, 21(3), pp. 213-228.
- Weissenberger-Eibl, M., & Koch, D. J. (2007). Importance of industrial services and service innovations. *Journal of Management & Organization*, 13(2), pp. 88-101.

- White, L., & Johnson, L.W. (1998). A conceptual model of relative influence in decision making in a professional service context. *Journal of Professional Services Marketing*, 16(2), pp. 75–93.
- Wilkie, W.L. (1986). Affirmative Disclosure at the FTC: Strategic Dimensions. *Journal of Public Policy & Marketing*, 5, pp. 123-145.
- Womack, J.P., Jones, D.T. & Roos, D. (1990). *The Machine that Changed the World*, Maxwell, Macmillan, Oxford.
- Wong, W. M., & Mo, H. F. (2013). Automobile Purchase Intention of Consumers in a Multiracial Society : A Hierarchical Regression Analysis Model, 14(1), pp.110–120.
- Wong, Y.H., Chan, R.Y.K., Ngai, E.W.T., & Oswald, (2009). Is customer loyalty vulnerability- based? An empirical study of a Chinese capital-intensive manufacturing industry. *Industrial marketing management*, 38, pp. 83 – 93.
- Wong, W. M., & Mo, H. F. (2013). Automobile Purchase Intention of Consumers in a Multiracial Society : A Hierarchical Regression Analysis Model, 14(1), pp.110–119.
- Yamin, M., & Altunisik, R. (2003). A comparison of satisfaction outcomes associated with adapted and non-adapted products: Domestic versus imported washing machines in Turkey. *International Marketing Review*, 20(6), pp. 604-620. <https://doi.org/10.1110>

- Yang, Q., Pang, C., Liu, L., Yen, D. C., & Tarn, J. M. (2015). Exploring consumer perceived risk and trust for online payments: An empirical study in China's younger generation. *Computers in Human Behavior*, 50, pp. 9-24.
- Yasin, N.M., Nasser Noor, M., & Mohamad, O. (2007). Does image of country-of-origin matter to brand equity?. *Journal of Product & brand management*, 16(1), pp. 38-48.
- Yee, C. J., San, N. C., Barat, B., Perak, D. R., Sultan, J., & Shah, A. (2011). Consumers' Perceived Quality, Perceived Value and Perceived Risk Towards Purchase Decision on Automobile. *American Journal of Economics and Business Administration*, 3(1), pp. 47-57.
- Yeh, R.H., & Lo, H.C. (2001). Optimal preventive-maintenance warranty policy for repairable products. *European Journal of Operational Research*, 134(1), pp. 56-69.
- Yeoh, H.C. (2010). The relationship between customer satisfaction, brand image and customer loyalty from the perspective of proton's customers (Doctoral dissertation, Universiti Teknologi Malaysia, Faculty of Management and Human Resources Development).
- Yeon Kim, H., & Chung, J. (2011). Consumer purchase intention for organic personal care products. *Journal of Consumer Marketing*, 28(1), pp. 40-47.
<https://doi.org/10.1108/07363761111101930>

- Yergaliyev, K., Amrenov, A., Kadyrova, B., Esirkepova, K., & Orazhanova, M. (2016). Newspaper headlines as a marker of a language picture of the world. *Indian Journal of Science and Technology*, 9(26), pp.1–9.
- Yi, W. (2011). Application of Automobile Power Window Controller for Peripheral Interface Controller. The Tenth International Conference on Electronic Measurement & Instruments. 978-1-4244-8161-3/11
- Yoo, C., & MacInnis, D. (2005). The brand attitude formation process of emotional and informational ads. *Journal of Business Research*, 58(10), pp. 1397-1406.
- Yunus, N.S.N.M., & Rashid, W.E.W. (2016). The Influence of Country-of-origin on Consumer Purchase Intention: The Mobile Phones Brand from China. *Procedia Economics and Finance*, 37, pp. 343-349.
- Von Ahn, L., Maurer, B., McMillen, C., Abraham, D., & Blum, M. (2008). recaptcha: Human-based character recognition via web security measures. *Science*, 321(5895), pp.1465-1468.
- Zeithaml, V.A. (1988). Consumer perceptions of price, quality, and value: a means- end model and synthesis of evidence. *Journal of Marketing*, 52(3), pp. 2–22.
- Zeithaml, V.A., Bitner, M.J., & Gremler, D.D. (2006). Services Marketing: Integrating Customer Focus across the Firm. 4th Edition. Boston: McGraw-Hill.

- Zeugner-roth, K. P., & Vesna, Ž. (2015). Bridging the gap between country and destination image : Assessing common facets and their predictive validity. *Journal of Business Research*. <https://doi.org/10.1016/j.jbusres.2015.01.012>
- Zhang, L., Xu, Y., Oosterveer, P., & Mol, A. P. J. (2015). Consumer trust in different food provisioning schemes : evidence from. *Journal of Cleaner Production*. <https://doi.org/10.1016/j.jclepro.2015.09.078>
- Ziemke, J. R., Chandra, S., Duncan, B. N., Schoeberl, M. R., Torres, O., Damon, M. R., & Bhartia, P. K. (2009). Recent biomass burning in the tropics and related changes in tropospheric ozone. *Geophysical Research Letters*, 36(15).
- Zikmund, W.G., Babin, B.J., Carr, J.C., & Griffin, M. (2010). Business research methods, 9th edn, Canada: South-Western Cengage Learning.
- Zineldin, M. (2002) “Developing and managing a romantic business relationship: life cycle and strategies”. *Managerial Auditing Journal*, 17 (9), pp. 546-558.
- Zu. X., Robbins., L.T. & Fredendall, D.L (2010). Mapping the critical links between organizational culture and TQM/ six sigma practices. *International Journal of Production Economics*. 123(1), pp. 86-106.

**SCHOOL OF BUSINESS MANAGEMENT
UNIVERSITI UTARA MALAYSIA**



**THE INFLUENCE OF PRODUCT CUES ON MALAYSIAN
CONSUMERS INTENTION TO PURCHASE CHINESE
AUTOMOBILE**

For further information, please contact:
rhassnan@gmail.com



School of Business Management
Universiti Utara Malaysia
06010 Sintok, Kedah Darul Aman Malaysia
Tel : (604) 928 4000, Fax : (604) 928 3053

Dear Participant,

My name is **RUSLI HASNAN** and a Doctor of Business Administration (DBA) candidate from University Utara Malaysia, Malaysia. My DBA specialization is marketing. The topic of the research is **“THE INFLUENCE OF PRODUCT CUES ON MALAYSIAN CONSUMERS INTENTION TO PURCHASE CHINESE AUTOMOBILES”**.

For the accomplishment of my DBA research, your valuable opinion is necessary and you are the most suitable candidate for this survey. Therefore I am inviting you to complete the attached questionnaire.

The attached questionnaire has been designed according to your convenience. In all questions, you have multiple options and you have to choose appropriate one. For your comfort the questionnaire is divided into ten sections including demographic profile. The questionnaire comprises of 69 questions.

Due to the multiple options it will take approximately 20 minutes for the completion. If you find that my work and / or findings can assist you in your academic work I can provide a copy of my complete results on your request. You can send me request to: rhasnan@gmail.com.

I need your voluntary participation. Your honest opinion is most decisive one. If you are interested to participate in this survey kindly complete the attached questionnaire and send me back as soon as possible at my postal address.

Regards

RUSLI HASNAN

Doctor of Business Administration (DBA) candidate
University Utara Malaysia
Sintok, Kedah
Malaysia

Instruction:

Thank you for taking the time to answer the questions in this survey. I am studying **THE INFLUENCE OF PRODUCT CUES ON MALAYSIAN CONSUMERS INTENTION TO PURCHASE CHINESE AUTOMOBILES.**

Please circle the number that best describes your thoughts or feelings. There is no right or wrong answers. Please do not write your name on the questionnaire.

Your answer will be used only for statistical purposes and will remain strictly confidential.

SECTION A

Listed below are a series of statements that represent your opinions towards China's made automobile. Please indicate the degree of your agreement or disagreement with each statement by circling **ONE** of the five alternatives after each statements.

1	2	3	4	5
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree

Statements

In term of Reliability, China's made automobile is:

1	reliable	1	2	3	4	5
2	very comfortable	1	2	3	4	5
3	handle well	1	2	3	4	5
4	safe	1	2	3	4	5

In term of Design, China's made automobile is:

5	current design	1	2	3	4	5
6	interior design attractive	1	2	3	4	5
7	exterior design attractive	1	2	3	4	5
8	wide range of models	1	2	3	4	5

In term of Quality, China's made automobile is:

9	high quality	1	2	3	4	5
10	high technology	1	2	3	4	5
11	good value for money	1	2	3	4	5
12	little maintenance	1	2	3	4	5

SECTION B

Listed below are a series of statements that represent your opinions about China, the country of origin of China's made automobile. Please indicate the degree of your agreement or disagreement with each statement by circling **ONE** of the five alternatives after each statements.

1	2	3	4	5
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree

Statements

China as a country:

13	is prestigious	1	2	3	4	5
14	is innovative in manufacturing	1	2	3	4	5
15	is good in designing	1	2	3	4	5
16	has high quality in its workmanship	1	2	3	4	5
17	is creative in its workmanship	1	2	3	4	5
18	has a high level of technological advance	1	2	3	4	5

SECTION C

Listed below are a series of statements about the warranty of China's made automobile. Please indicate the degree of your agreement or disagreement with each statement by circling **ONE** of the five alternatives after each statements.

1	2	3	4	5
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree

Statements

Warranty of China's made automobile:

- | | | | | | | |
|----|--|---|---|---|---|---|
| 19 | the warranty covers all kinds of malfunctions. | 1 | 2 | 3 | 4 | 5 |
| 20 | is repaired without any charges during warranty period. | 1 | 2 | 3 | 4 | 5 |
| 21 | China's made automobile has a warranty card that provides all information on repair services. | 1 | 2 | 3 | 4 | 5 |
| 22 | China's made automobile has a reasonable average warranty period. | 1 | 2 | 3 | 4 | 5 |
| 23 | if China's made automobile were to break down during the period of the warranty, the seller will be capable of repairing the automobile. | 1 | 2 | 3 | 4 | 5 |
| 24 | i am more likely to purchase China's made automobile that have a warranty. | 1 | 2 | 3 | 4 | 5 |

SECTION D

Listed below are a series of statements regarding the price of China's made automobile. Please indicate the degree of your agreement or disagreement with each statement by circling **ONE** of the five alternatives after each statements.

1	2	3	4	5
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree

Statements

The price of China's made automobile:

- | | | | | | | |
|----|---------------------------------------|---|---|---|---|---|
| 25 | Is reasonably price. | 1 | 2 | 3 | 4 | 5 |
| 26 | price as an indicator of the quality. | 1 | 2 | 3 | 4 | 5 |
| 27 | is an economical automobile. | 1 | 2 | 3 | 4 | 5 |
| 28 | i consider a good buy. | 1 | 2 | 3 | 4 | 5 |
| 29 | the price is acceptable. | 1 | 2 | 3 | 4 | 5 |
| 30 | appears to be a bargain. | 1 | 2 | 3 | 4 | 5 |
| 31 | is a value buy. | 1 | 2 | 3 | 4 | 5 |

SECTION E

Listed below are a series of statements pertaining to perceived risks of purchasing of China's made automobile. Please indicate the degree of your agreement or disagreement with each statement by circling **ONE** of the five alternatives after each statements.

1	2	3	4	5
Highly improbable	Improbable	Neither probable nor improbable	Probable	Highly probable
Statements				

Perceived risks of purchasing of China's made automobile:

- | | | | | | | |
|----|---|---|---|---|---|---|
| 32 | What is the probability that a purchase of China's made automobile will lead to a FINANCIAL LOSS for you because it would function poorly or would not meet your expectations based on the amount of money required to pay for it? | 1 | 2 | 3 | 4 | 5 |
| 33 | What is the probability that a purchase of China's made automobile will lead to a PERFORMANCE LOSS for you because it would function poorly or would not meet your needs, desires or expectations very well? | 1 | 2 | 3 | 4 | 5 |
| 34 | What is the probability that a purchase of China's made automobile will lead to a PHYSICAL LOSS for you because it would not be very safe, would become unsafe or would be dangerous or harmful? | 1 | 2 | 3 | 4 | 5 |
| 35 | What is the probability that a purchase of China's made automobile will lead to a PSYCHOLOGICAL LOSS for you because it would not fit well with your self image or self concept? | 1 | 2 | 3 | 4 | 5 |
| 36 | What is the probability that a purchase of China's made automobile will lead to a SOCIAL LOSS for you because others would think less highly of you? | 1 | 2 | 3 | 4 | 5 |

SECTION F

Listed below are a series of statements regarding the country image of China. Please indicate the degree of your agreement or disagreement with each statement by circling **ONE** of the five alternatives after each statements)

1	2	3	4	5
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree

Statements

Country image of China:

37	people are well educated	1	2	3	4	5
38	technical skills of the work force are high	1	2	3	4	5
39	products are unreasonably expensive	1	2	3	4	5
40	country produces highly technical products	1	2	3	4	5
41	products are made with meticulous workmanship	1	2	3	4	5
42	products are imitations, not innovations	1	2	3	4	5
43	products are distributed world wide	1	2	3	4	5
44	products need frequent repairs	1	2	3	4	5
45	advertising of products is informative	1	2	3	4	5
46	friendly toward other countries in international affairs	1	2	3	4	5

SECTION G

Listed below are a series of statements regarding your attitude toward the China's made automobile. Please indicate the degree of your agreement or disagreement with each statement by circling **ONE** of the five alternatives after each statement.

1	2	3	4	5
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree

Statements

Attitude toward the China's made automobile:

47	Considering value for money, I prefer China's made automobile compared to other brands.	1	2	3	4	5
48	For automobile categories, the best buy is usually the China's made automobile.	1	2	3	4	5
49	I love it when China's made automobile are available for the automobile categories if I have the intention to purchase.	1	2	3	4	5
50	In general, China's made automobile are poor quality automobile.	1	2	3	4	5
51	If I buy a China's made automobile, I always feel that I am getting a good deal.	1	2	3	4	5
52	Buying China's made automobile make me feel good.	1	2	3	4	5

SECTION H

Listed are a series of statements pertaining to trust of China's made automobile. Please indicate the degree of your agreement or disagreement with each statement by circling **ONE** of the five alternatives after each statements

1	2	3	4	5
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree

Statements

Trust of China's made automobile:

- | | | | | | | |
|----|--|---|---|---|---|---|
| 53 | Made in China automobile is trustworthy. | 1 | 2 | 3 | 4 | 5 |
| 54 | Made in China automobile is known as one who keeps promises and commitments. | 1 | 2 | 3 | 4 | 5 |
| 55 | I trust Made in China automobile keeps my best interests in mind. | 1 | 2 | 3 | 4 | 5 |
| 56 | Made in China automobile has more to gain by delivering on their promises. | 1 | 2 | 3 | 4 | 5 |
| 57 | Made in China automobile meets my expectations. | 1 | 2 | 3 | 4 | 5 |

SECTION I

Listed are a series of statements pertaining to purchase intention of China's made automobile. Please indicate the degree of your agreement or disagreement with each statement by circling **ONE** of the five alternatives after each statements

1	2	3	4	5
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree

Statements

Purchase intention of China's made automobile:

- | | | | | | | |
|----|--|---|---|---|---|---|
| 58 | I would buy automobile made in China automobile rather than any other automobiles available. | 1 | 2 | 3 | 4 | 5 |
| 59 | I am willing to recommend others to buy made in China automobiles. | 1 | 2 | 3 | 4 | 5 |
| 60 | I am willing to purchase made in China automobiles in the future. | 1 | 2 | 3 | 4 | 5 |

The following question uses the following scale. Please indicate the degree of your agreement or disagreement with each statement by circling **ONE** of the five alternatives after each statement

1	2	3	4	5
Highly improbable	Improbable	Neither probable nor improbable	Probable	Highly probable

Statements

- 61 If I were to buy an automobile, the probability of buying China's made automobile is 1 2 3 4 5

The next question uses the following scale. Please indicate the degree of your agreement or disagreement with each statement by circling **ONE** of the five alternatives after each statement

1	2	3	4	5
Highly unlikely	Unlikely	Neither likely nor unlikely	Likely	Highly likely

Statements

- 62 The likelihood that I would purchase a China's made automobile is 1 2 3 4 5

The next question uses the following scale. Please indicate the degree of your agreement or disagreement with each statement by circling **ONE** of the five alternatives after each statement)

1	2	3	4	5
Very little knowledge	Unknowledgeable	Neither knowledgeable nor unknowledgeable	knowledgeable	Very knowledgeable

Statements

- 63 In term of automobiles, i consider myself to be..... 1 2 3 4 5

SECTION J

Please give your personal data by ticking 'X' in the appropriate box:

**Official
use**

64 Your age?

< 25

26 - 35

36 - 45

46 - 55

> 56

1
2
3
4
5

65 Your gender?

Male

Female

1
2

66 Your ethnic group?

Malay

Chinese

Indian

Others (please specify)

1
2
3
4

67 Your marital status?

Single

Married

Divorced or separated

1
2
3

68 Your work?

Public sector

Private sector

Business

Unemployed

1
2
3
4

69 Your monthly income?

≤ RM 1000

RM 1001

RM 2001

RM 3001

≥ RM 4001

- RM 2000

- RM 3000

- RM 4000

1
2
3
4
5

Other comments you would like to highlight concerning this research.

THANK YOU FOR COMPLETING THIS QUESTIONNAIRE



**SCHOOL OF BUSINESS MANAGEMENT
UNIVERSITI UTARA MALAYSIA**



**THE INFLUENCE OF PRODUCT CUES ON MALAYSIAN
CONSUMERS INTENTION TO PURCHASE CHINESE
AUTOMOBILES**

For further information, please contact:
rhasnan@gmail.com



School of Business Management
Universiti Utara Malaysia
06010 Sintok, Kedah Darul Aman Malaysia
Tel : (604) 928 4000, Fax : (604) 928 3053

Dear Participant,

My name is **RUSLI HASNAN** and a Doctor of Business Administration (DBA) candidate from University Utara Malaysia, Malaysia. My DBA specialization is marketing. The topic of the research is **“THE INFLUENCE OF PRODUCT CUES ON MALAYSIAN CONSUMERS INTENTION TO PURCHASE CHINESE AUTOMOBILES”**.

For the accomplishment of my DBA research, your valuable opinion is necessary and you are the most suitable candidate for this survey. Therefore I am inviting you to complete the attached questionnaire.

The attached questionnaire has been designed according to your convenience. In all questions, you have multiple options and you have to choose appropriate one. For your comfort the questionnaire is divided into ten sections including demographic profile. The questionnaire comprises of 69 questions.

Due to the multiple options it will take approximately 20 minutes for the completion. If you find that my work and / or findings can assist you in your academic work I can provide a copy of my complete results on your request. You can send me request to: rhasnan@gmail.com.

I need your voluntary participation. Your honest opinion is most decisive one. If you are interested to participate in this survey kindly complete the attached questionnaire and send me back as soon as possible at my postal address.

Regards

RUSLI HASNAN

Doctor of Business Administration (DBA) candidate
University Utara Malaysia
Sintok, Kedah
Malaysia

Instruction:

Thank you for taking the time to answer the questions in this survey. I am studying the purchase intention of China's made automobile among post-graduate students in Klang valley, Malaysia.

Please circle the number that best describes your thoughts or feelings. There is no right or wrong answers. Please do not write your name on the questionnaire.

Your answer will be used only for statistical purposes and will remain strictly confidential.

Please read the instructions and questions carefully.

SECTION A

Listed below are a series of statements that represent your opinions towards China's made automobile. Please indicate the degree of your agreement or disagreement with each statement by circling **ONE** of the five alternatives after each statements.

1	2	3	4	5
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree

Statements

In term of Reliability, China's made automobile is:

1	reliable	1	2	3	4	5
2	very comfortable	1	2	3	4	5
3	handle well	1	2	3	4	5
4	safe	1	2	3	4	5

In term of Design, China's made automobile is:

5	current design	1	2	3	4	5
6	interior design attractive	1	2	3	4	5
7	exterior design attractive	1	2	3	4	5
8	wide range of models	1	2	3	4	5

In term of Quality, China's made automobile is:

9	high quality	1	2	3	4	5
10	high technology	1	2	3	4	5
11	good value for money	1	2	3	4	5
12	little maintenance	1	2	3	4	5

SECTION B

Listed below are a series of statements that represent your opinions about China, the country of origin of China's made automobile. Please indicate the degree of your agreement or disagreement with each statement by circling **ONE** of the five alternatives after each statements.

1	2	3	4	5
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree

Statements

China as a country:

13	is prestigious	1	2	3	4	5
14	is innovative in manufacturing	1	2	3	4	5
15	is good in designing	1	2	3	4	5
16	has high quality in its workmanship	1	2	3	4	5
17	is creative in its workmanship	1	2	3	4	5
18	has a high level of technological advance	1	2	3	4	5

SECTION C

Listed below are a series of statements about the warranty of China's made automobile. Please indicate the degree of your agreement or disagreement with each statement by circling **ONE** of the five alternatives after each statements.

1	2	3	4	5
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree

Statements

Warranty of China's made automobile:

- | | | | | | | |
|----|--|---|---|---|---|---|
| 19 | the warranty covers all kinds of malfunctions. | 1 | 2 | 3 | 4 | 5 |
| 20 | is repaired without any charges during warranty period. | 1 | 2 | 3 | 4 | 5 |
| 21 | China's made automobile has a warranty card that provides all information on repair services. | 1 | 2 | 3 | 4 | 5 |
| 22 | China's made automobile has a reasonable average warranty period. | 1 | 2 | 3 | 4 | 5 |
| 23 | if China's made automobile were to break down during the period of the warranty, the seller will be capable of repairing the automobile. | 1 | 2 | 3 | 4 | 5 |
| 24 | i am more likely to purchase China's made automobile that have a warranty. | 1 | 2 | 3 | 4 | 5 |

SECTION D

Listed below are a series of statements regarding the price of China's made automobile. Please indicate the degree of your agreement or disagreement with each statement by circling **ONE** of the five alternatives after each statements.

1	2	3	4	5
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree

Statements

The price of China's made automobile:

- | | | | | | | |
|----|---------------------------------------|---|---|---|---|---|
| 25 | Is reasonably price. | 1 | 2 | 3 | 4 | 5 |
| 26 | price as an indicator of the quality. | 1 | 2 | 3 | 4 | 5 |
| 27 | is an economical automobile. | 1 | 2 | 3 | 4 | 5 |
| 28 | i consider a good buy. | 1 | 2 | 3 | 4 | 5 |
| 29 | the price is acceptable. | 1 | 2 | 3 | 4 | 5 |
| 30 | appears to be a bargain. | 1 | 2 | 3 | 4 | 5 |
| 31 | is a value buy. | 1 | 2 | 3 | 4 | 5 |

SECTION E

Listed below are a series of statements pertaining to perceived risks of purchasing of China's made automobile. Please indicate the degree of your agreement or disagreement with each statement by circling **ONE** of the five alternatives after each statements.

1	2	3	4	5
Highly improbable	Improbable	Neither probable nor improbable	Probable	Highly probable

Statements

Perceived risks of purchasing of China's made automobile:

- 32 What is the probability that a purchase of China's made automobile will lead to **FINANCIAL LOSS** for you because it would function poorly or would not meet your expectations based on the amount of money required to pay for it? 1 2 3 4 5
- 33 What is the probability that a purchase of China's made automobile will lead to a **PERFORMANCE LOSS** for you because it would function poorly or would not meet your needs, desires or expectations very well? 1 2 3 4 5
- 34 What is the probability that a purchase of China's made automobile will lead to a **PHYSICAL LOSS** for you because it would not be very safe, would become unsafe or would be dangerous or harmful? 1 2 3 4 5
- 35 What is the probability that a purchase of China's made automobile will lead to a **PSYCHOLOGICAL LOSS** for you because it would not fit well with your self image or self concept? 1 2 3 4 5
- 36 What is the probability that a purchase of China's made automobile will lead to a **SOCIAL LOSS** for you because others would think less highly of you? 1 2 3 4 5

SECTION F

Listed below are a series of statements regarding the country image of China. Please indicate the degree of your agreement or disagreement with each statement by circling **ONE** of the five alternatives after each statements)

1	2	3	4	5
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree

Statements

Country image of China:

- 37 people are well educated 1 2 3 4 5
- 38 technical skills of the work force are high 1 2 3 4 5
- 39 products are unreasonably expensive 1 2 3 4 5
- 40 country produces highly technical products 1 2 3 4 5
- 41 products are made with meticulous workmanship 1 2 3 4 5
- 42 products are imitations, not innovations 1 2 3 4 5
- 43 products are distributed world wide 1 2 3 4 5
- 44 products need frequent repairs 1 2 3 4 5
- 45 advertising of products is informative 1 2 3 4 5
- 46 friendly toward other countries in international affairs 1 2 3 4 5

SECTION G

Listed below are a series of statements regarding your attitude toward the China's made automobile. Please indicate the degree of your agreement or disagreement with each statement by circling **ONE** of the five alternatives after each statement.

1	2	3	4	5
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree

Statements

Attitude toward the China's made automobile:

- | | | | | | | |
|----|---|---|---|---|---|---|
| 47 | Considering value for money, I prefer China's made automobile compared to other brands. | 1 | 2 | 3 | 4 | 5 |
| 48 | For automobile categories, the best buy is usually the China's made automobile. | 1 | 2 | 3 | 4 | 5 |
| 49 | I love it when China's made automobile are available for the automobile categories if I have the intention to purchase. | 1 | 2 | 3 | 4 | 5 |
| 50 | In general, China's made automobile are poor quality automobile. | 1 | 2 | 3 | 4 | 5 |
| 51 | If I buy a China's made automobile, I always feel that I am getting a good deal. | 1 | 2 | 3 | 4 | 5 |
| 52 | Buying China's made automobile make me feel good. | 1 | 2 | 3 | 4 | 5 |

SECTION H

Listed are a series of statements pertaining to trust of China's made automobile. Please indicate the degree of your agreement or disagreement with each statement by circling **ONE** of the five alternatives after each statements

1	2	3	4	5
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree

Statements

Trust of China's made automobile:

- | | | | | | | |
|----|--|---|---|---|---|---|
| 53 | Made in China automobile is trustworthy. | 1 | 2 | 3 | 4 | 5 |
| 54 | Made in China automobile is known as one who keeps promises and commitments. | 1 | 2 | 3 | 4 | 5 |
| 55 | I trust Made in China automobile keeps my best interests in mind. | 1 | 2 | 3 | 4 | 5 |
| 56 | Made in China automobile has more to gain by delivering on their promises. | 1 | 2 | 3 | 4 | 5 |
| 57 | Made in China automobile meets my expectations. | 1 | 2 | 3 | 4 | 5 |

SECTION I

Listed are a series of statements pertaining to purchase intention of China's made automobile. Please indicate the degree of your agreement or disagreement with each statement by circling **ONE** of the five alternatives after each statements

1	2	3	4	5
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree

Statements

Purchase intention of China's made automobile:

- 58 I would buy automobile made in China automobile rather than any other automobiles available. 1 2 3 4 5
- 59 I am willing to recommend others to buy made in China automobiles. 1 2 3 4 5
- 60 I am willing to purchase made in China automobiles in the future. 1 2 3 4 5

The following question uses the following scale. Please indicate the degree of your agreement or disagreement with each statement by circling **ONE** of the five alternatives after each statement

1	2	3	4	5
Highly improbable	Improbable	Neither probable nor improbable	Probable	Highly probable

Statements

- 61 If I were to buy an automobile, the probability of buying China's made automobile is 1 2 3 4 5

The next question uses the following scale. Please indicate the degree of your agreement or disagreement with each statement by circling **ONE** of the five alternatives after each statement

1	2	3	4	5
Highly unlikely	Unlikely	Neither likely nor unlikely	Likely	Highly likely

Statements

- 62 The likelihood that I would purchase a China's made automobile is 1 2 3 4 5

The next question uses the following scale. Please indicate the degree of your agreement or disagreement with each statement by circling **ONE** of the five alternatives after each statement)

1	2	3	4	5
Very little knowledge	Unknowledgeable	Neither knowledgeable nor unknowledgeable	knowledgeable	Very knowledgeable

Statements

- 63 In term of automobiles, i consider myself to be..... 1 2 3 4 5

SECTION J

Please give your personal data by ticking 'X' in the appropriate box:

Official use

64 Your age?

< 25

26 - 35

36 - 45

46 - 55

> 56

1

2

3

4

5

65 Your gender?

Male

Female

1

2

66 Your ethnic group?

Malay

Chinese

Indian

Others (please specify)

--

1

2

3

4

67 Your marital status?

Single

Married

Divorced or separated

1

2

3

68 Your work?

Public sector

Private sector

Business

Unemployed

1

2

3

4

69 Your monthly income?

≤ RM 1000

RM 1001 - RM 2000

RM 2001 - RM 3000

RM 3001 - RM 4000

≥ RM 4001

1

2

3

4

5

Other comments you would like to highlight concerning this research.

THANK YOU FOR COMPLETING THIS QUESTIONNAIRE

REFERENCES

- Aaker, D.A., (1991). Managing Brand Equity: Capitalizing on Value of a Brand Name. The Free Press, New York.
- Abdullah. B. M. M., J. Uli., & Tari. J.J. (2009). The relationship of performance with soft Factors and quality improvement. *Total Quality Management & Business Excellence*. 20(7), pp 735 – 748.
- Abramo, G.P. (1997). Building an effective marketing plan. *National Petroleum News*, 89(2), pp. 89–96.
- Abou-Zeid, M., & Ben-Akiva, M. (2011). The effect of social comparisons on commute well-being. *Transp. Res. Part A* 45(4), pp. 345–361.
- Acebrón, L.B., & Dopico, D.C. (2000). The importance of intrinsic and extrinsic cues to expected and experienced quality: an empirical application for beef. *Food Quality and Preference*, 11(3), pp.229-238.
- Afroz, R., Masud, M.M, Akhtar, R., & Islam, A. (2015). Consumer purchase intention towards environmentally friendly vehicles: an empirical investigation in Kuala Lumpur, Malaysia, (June). <https://doi.org/10.1007/s11356-015-4841-8>
- Agrawal, J., & Kamakura, W.A (1999). Country of origin: A competitive advantage? *International Journal of Research in Marketing*, 16(4), pp.255-267.

- Agarwal, J., & Malhotra, N.K. (2005). An integrated model of attitude and affect: Theoretical foundation and an empirical investigation. *Journal of Business research*, 58(4), pp.483-493.
- Agarwal, S., & Teas, R.K. (2002). "Cross-national applicability of a perceived quality model". *Journal of Product & Brand Management*, 11(4), pp.213-236.
- Ahmed, S.A., & d'Astous, A. (2008). Antecedents, moderators and dimensions of country-of-origin evaluations. *International Marketing Review*, 25(1), pp. 75-106.
- Ahmed, Z., Anang, R., Othman, N., & Sambasivan, M. (2013). To purchase or not to purchase US products: role of religiosity, animosity, and ethno-centrism among Malaysian consumers. *Journal of Services Marketing*, 27(7), pp. 551-563.
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50, pp. 179–211.
- Ajzen, I. & Fishbein, M. (1980). Understanding attitudes and predicting social behavior. Englewood-Cliffs, NJ: Prentice-Hall.
- Ajzen, I., & Madden, T.J. (1986). Prediction of goal-directed behavior: Attitudes, intentions, and perceived behavioral control, *Journal of experimental social psychology*, 22 (.5), pp. 453-474.
- Akram, A., Merunka, D., & Akram, M.S. (2011). 'Perceived brand globalness in emerging markets and the moderating role of consumer ethnocentrism'. *International Journal of Emerging Markets*, 6(4), pp. 291-303.

- Alba, J., & Hutchinson, J. W. (2000). Knowledge calibration: what consumers know and what they think they know. *Journal of Consumer Research*, 27(2), pp 123 - 156.
- Al-amin, A. Q., Ambrose, A. F., Mehedi, M., & Nurul, M. (2015). People purchase intention towards hydrogen fuel cell vehicles : An experiential enquiry in Malaysia Attitudes towards Hydrogen Fuel Cell Vehicles. *International Journal of Hydrogen Energy*, 1–11. <https://doi.org/10.1016/j.ijhydene.2015.11.146>
- Alba, J. W., (2000). Dimensions of consumer expertise - or lack thereof. *Advances in Consumer Research*, 27, pp. 1 – 9.
- Al-Ekam, J.M.E., (2013). Actual Purchase Behaviour of Local Brand Antecedents in Yemen: Mediating Effect of Purchase Intention. Phd thesis, Universiti Utara Malaysia.
- Al-Hawari, M. A. (2011). Automated service quality as a predictor of customers' commitment A practical study within the UAE retail banking context. *Asian Pacific Journal of marketing and logistics*. 3, pp. 746-766
- Alpert, F.H., & Kamins, M.A. (1995). An Empirical Investigation of Consumer Memory, Attitude, and Perceptions toward Pioneer and Follower Brands. *The Journal of Marketing*, 5(4), pp. 34-45

- Al-Swidi, A., Mohammed Rafiul Huque, S., Haroon Hafeez, M., & Noor Mohd Shariff, M. (2014). The role of subjective norms in theory of planned behavior in the context of organic food consumption. *British Food Journal*, 116(10), 1561–1580. <https://doi.org/10.1108/BFJ-05-2013-0105>
- Anwar, S., Yassin, S., Iqbal, A., & Sajid M. (2013). Demographic and geographic influence of the country-of-origin image on consumer purchase decision. *European Journal of Business and Management*, 5(8), pp199-210.
- Arasli, H., Katircioglu, S.T., & Mehtap-Smadi, S., (2005). A comparison of service quality in the banking industry. *International Journal of Bank Marketing*, 23(7), pp. 508-526
- Arumugam, V.C., Mojtahedzadeh, R., & Malarvizhi, C.A. (2011). Critical Success Factors of Total Quality Management and their impact on Performance of Iranian Automotive Industry, *14*, 312–316.
- Arvola, A., Vassallo, M., Dean, M., Lampila, P., Saba, A., Lahteenmaki, L., & Shephard, R. (2008). Predicting intentions to purchase organic food: The role of affective and moral attitudes in the Theory of Planned Behaviour. *Appetite*, 50(2-3), pp.443-454
- Arjun, C., Morris, & Holbrook,. B. (2001). The Chain of Effects From Brand Trust and Brand Affect to Brand Performance : The Role of Brand Loyalty. *Journal of Marketing* , 65, pp.81-93.
- Anwar, K., Kassim, A., Isa, M. H., & Ahmad, Y. (2016). Consumer Behavior towards Safer Car Purchasing Decisions, 48(3), 359–366. <https://doi.org/10.5614/j.eng.technol.sci.2016.48.3.9>

- Anastasiadis, S., B. Anderson, & S. Chukova. (2013). "Auto Warranty and Driving Patterns." *Reliability Engineering & System Safety* 116, pp. 126–134.
- Andreassen, T. W., & Olsen, L. L. (2008). The impact of customers' perception of varying degrees of customer service on commitment and perceived relative attractiveness. *Managing Service Quality: An International Journal*, 18(4), pp. 309–328.
- Auger, P., & Devinney, T. M. (2007). Do What Consumers Say Matter? The Misalignment of Preferences with Unconstrained Ethical Intentions. *Journal of Business Ethics*, 76, pp. 361-383.
- Augustin, D. (2013). Overview of the Malaysian automotive industry—2013 and beyond. Retrieved on September 2014, from <http://www.sharesinv.com>
- Babakus, E., & Boller, G.W. (1992). An empirical assessment of the SERVQUAL scale. *Journal of Business research*, 24(3), pp. 253-268.
- Babatsou C. & Zervas E., (2011). EU Socioeconomic Indicators and Car Market, World Academy of Science, Engineering and Technology, 59, pp. 111-116.
- Badkar M., (2016). Retrieved 15 March 2016 from http://articles.businessinsider.com/2011-05-31/markets/30018876_1_auto-sales-consumer-confidence-gas-prices: "Here's what to expect from May Auto Sales", Business Insider Article.

- Balmer, J.M.T., & Stotvig, S. (1997). Corporate identity and private banking: a review and case study. *International Journal of Bank Marketing*, 15(5), pp.169-184, <https://doi.org/10.1108/02>
- Bamberg, S. & Moser, G. (2007). Twenty Years after Hines, Hungerford and Tomera: A New Meta-analysis of Psycho-social determinants of Pro-environmental Behaviour". *Journal of Environmental Psychology*, 27, pp. 14-25.
- Bao, Q., & Yang, M. C. (2014). An investigation on the consistency of consumer preferences for product appearance : A case study , 1- 12
- Batra, R.,& Sinha, I. (2000). Consumer-level factors moderating the success of private label brands. *Journal of retailing*, 76(2), pp.175-191.
- Bauer, R. A. (1960). Consumer behavior as risk taking. In R. S. Hancock (Ed.), *Proceedings of the American Marketing Association. Dynamic marketing for a changing world* (pp. 389–398). Chicago, IL: American Marketing Association.
- Bazerman, C. (2002). Genre and Identity: Citizenship in the Age of the Internet and the Age of Global Capitalism. The rhetoric and ideology of genre.
- Brax S. (2005) “A manufacturer becoming service provider – challenges and a paradox” *Managing Service Quality*, 15 (2), pp. 142-155.
- Bearden, B., Ingram, T., & Larfforge, B. (2004). *Marketing Principles and Perspective*, McGraw Hill Companies, New York, NY

- Beaudoin, P., Moore, M. A., & Goldsmith, R. E. (2000). Fashion leaders' and followers' attitudes toward buying domestic and imported apparel. *Clothing and Textiles Research Journal*, 18(1), 56.
- Belk, R., Devinney, T.M., & Eckhardt, G. (2005). Consumer Ethics Across Cultures. *Consumption, Markets and Culture*, 8(3), pp. 275-289.
- Bertini, M. & Gourville, J.T. (2012). Pricing to Create Shared Value; Harvard Business Review
- Bhat, S., & Reddy, S.K. (1998). Symbolic and functional positioning of brands". *Journal of Consumer Marketing*, 15 (1), pp.32-43, <https://doi.org/10.1108/07>.
- Blischke W. R. & Murthy D. N. P. (1992) "Product warranty management: a taxonomy for warranty policies". *European Journal of Operational Research*, 62 (2), pp. 127-148
- Bolton, R., Kannan, P.K., & Bramlett, M. (2000). Implications of loyalty program membership and service experiences for customer retention and value. *Journal of the Academy of Marketing Science*, 28(1), 95–108
- Boulding, W., & Kirmani, A. (1993). A Consumer-Side Experimental Examination of Signaling Theory: Do Consumers Perceive Warranties as Signals of Quality?. *Journal of Consumer Research*, 20(1), pp. 111-123

- Bourdeau, B.L., Cronin, J.J., & Voorhees, C.M. (2007). Modeling service alliances: an exploratory investigation of spillover effects in service partnerships. *Strategic Management Journal*, 28(6), pp. 609-622 .
- Brady, M.K., Bourdeau, B.L., & Heskett, J. (2005). The importance of brand cues in intangible service industries: an application to investment services. *Journal of Services Marketing*, 19(6), pp.401-410. <https://doi.org/10.1108>
- Bredahl, L., (2004). Cue utilisation and quality perception with regard to branded beef. *Food Quality and Preference*, 15 (1) pp. 65–75.
- Brunsø, K., Verbeke, W., Olsen, S.O. & Jeppesen, L.F., (2009). Motives, barriers and quality evaluation in fish consumption situations: exploring and comparing heavy and light users in Spain and Belgium. *British Food Journal*, 111 (7), pp. 699-716.
- Bruno & Arcot, S.R., (2006), One size does not fit all, after all: evidence from corporate governance, mimeo Financial Markets Group
- Bundschuh R. G. & Dezvane T. M. (2003). “How to make after sale services pay off”. *The McKinsey Quarterly*, 4 (2), pp. 116-127.
- Burton, S., Lichtenstein, D.R., Netemeyer, R.G. & Garretson, J.A. (1998). A Scale for Measuring Attitude toward Private Label Products and an Examination of its Psychological and Behavioral Correlates. *Journal of the Academy of Marketing Science*, 26(4) pp. 293-306.

Busacca, B. (1994), *Le risorse di fiducia dell'impresa*, UTET, Torino

Cantner, U., Krüger, J. J., & Söllner, R. (2012). Product quality, product price, and share dynamics in the German compact car market. *Industrial and Corporate Change*, 21(5), pp. 1085-1115.

Capgemini (2008). Cars Online 07/08: Understanding Consumer Car Buying Trends. Insights & Resources. Retrieved December 20, 2010, from <http://www.capgemini.com/insights-and-resources/by-video/understanding-consumer-car-buying-trends/>

Carman, J.M. (1990). Consumer perceptions of service quality: An assessment of the SERVQUAL dimensions . *Journal of retailing*, 66(1), pp. 33-55.

Carrigan, M., & Attalla, A. (2001). The myth of the ethical consumer - do ethics matter in purchase behaviour? *Journal of Consumer Marketing*, 18(7), pp. 560-577.

Carpenter, G.S., & Nakamoto, K. (1989). Consumer Preference Formation and Pioneering Advantage. *Journal of Marketing Research*, 26(3), pp. 285-298.

Castleberry, S. B. & McIntyre, F.S. (2011). Consumers' quality evaluation process. *Journal of Applied Business Research (JABR)*, 8(3), pp.74-82.

Cavalieri, S., Garetti, M., Macchi, M., & Pinto, R. (2008). A decision-making framework for managing maintenance spare parts. *Production Planning & Control*, 19(4), pp. 379-396.

Cavana, R.Y., Delahaye, B.L., & Sekaran, U. (2003). Harlow: Person Education

Cayla, J. & Eckhardt, G.M., (2007). 'Asian brands without borders: regional opportunities and challenges'. *International Marketing Review*, 24(4), pp. 444-456.

Celuch K. G., Bantham J. H. & Kasouf C. J. (2006) "An extension of the marriage methaphor in buyer-seller relationships: An exploration of individual level process dynamics". *Journal of Business Research*, 59 (5), pp. 573-581.

Chandon, P., Morwitz, V.G., & Reinartz, W.J. (2005). Do Intentions Really Predict Behavior? Self-Generated Validity Effects in Survey Research. *Journal of Marketing*, 69(2), pp. 1-14.

Chang, H.H., & Chen, S.W. (2008). "The Impact of online store environment cues on purchase intention: Trust and perceived risk as mediator". *Online Information Review*, 32(6), pp. 818-841. <http://dx.doi.org/10.1108/14684520810923953>.

Chaudhuri, A., & Holbrook, M.B., (2002). Product-class effects on brand commitment and brand outcomes: The role of brand trust and brand affect. *The Journal of Brand Management*, 10 (1), pp. 33-58.

Chatzidakis, A., Hibbert, S., & Smith, A.P. (2007). Why People Don't Take their Concerns about Fair Trade to the Supermarket: The Role of Neutralisation. *Journal of Business Ethics*, 74(1), pp. 89-100.

- Chattopadhyay, G.N., & Murthy, D.N.P. (2000). Warranty cost analysis for second-hand products. *Mathematical and Computer Modelling*, 31(10-12), pp. 81-88.
- Chattopadhyay, G., & Rahman, A.(2008). Development of lifetime warranty policies and models for estimating costs. *Reliability Engineering & System Safety*, 93(4), pp. 522-529.
- Chen, Y. & Wang. (2011). Online Social Interactions: A Natural Experiment on Word of Mouth Versus Observational Learning. *Journal of Marketing Research*: 48(2), pp. 238-254.
- Cheng, T.C.E., Lai, L.C.F.,&Yeung, A.C.L. (2008). The driving forces of customer loyalty: A study of internet service providers in Hong Kong. *International Journal of E-Business Research*, 4(4), pp. 26–43.
- Chiu, C.M., Hsu, M.H., Lai, H., & Chang, C.M. (2012). Re-examining the influence of trust on online repeat purchase intention: The moderating role of habit and its antecedents. *Decision Support Systems*, 53(4), pp. 835-845 .
- Chinen, K., Jun, M., &Hampton, G.M. (2000). Product quality, market presence, and buying behavior: Aggregate images of foreign products in the U.S. *Multinational Business Review*, 8(1), pp. 29–38.
- Chougule, R., Dnyanesh Rajpathak & Bandyopadhyay, P. (2011). An integrated framework for effective service and repair in the automotive domain: An application of association mining and case-based-reasoning. *Computers in Industry*, 62, pp. 742-754

- Chougule, R., Khare, V. R., & Pattada, K. (2013). Expert Systems with Applications A fuzzy logic based approach for modeling quality and reliability related customer satisfaction in the automotive domain. *Expert Systems With Applications*, 40(2), pp. 800–810. <https://doi.org/10.1016/j.eswa.2012.08.032>
- Chowdhury, H.K., Parvin, N., Weitenberner C., & Becker, M. (2006). Consumer attitude toward mobile advertising in an emerging market: an empirical study. *International Journal of Mobile Marketing*, 1(2), pp. 33-41.
- Christensen, C.M. (1993). The Rigid Disk Drive Industry: A History of Commercial and Technological Turbulence. *Business history review*, 67(4), pp. 531-588.
- Chryssochoidis, G., Krystallis, A. & Perreas, P. (2007). Ethnocentric beliefs and country-of-origin (COO) effect: Impact of country, product and product attributes on Greek consumers' evaluation of food products. *European Journal of Marketing*, 41(11/12), pp.1518–1544.
- Chu, J., & Chintagunta, P. K. (2011). An Empirical Test of Warranty Theories in the U.S. *Computer Server and Automobile Markets*, 75, pp. 75–92.
- Chukova, S., & Johnston, M. R. (2006). “Two-dimensional Warranty Repair Strategy Based on Minimal and Complete Repairs.” *Mathematical and Computer Modelling*, 44 (11–12), pp. 1133–1143.
- Chukova, S., & Hayakawa, Y. (2004). Warranty cost analysis: non-zero repair time. *Applied Stochastic Models in Business and Industry*, 20(1), pp. 59-71.

- Cluzel, F.B., Yannou, M. & Dihlmann (2012). Using evolutionary design to interactively sketch car silhouettes and stimulate designer's creativity. *Eng. Appl. Artif. Intell*, 25, pp. 1413–1424.
- Cooper, D. R., & Schilndler, P.S. (2006). *Business Research Methods*, (9th ed). New York: McGraw Hill/Iruib.
- Corritore, C.L., Kracher, B., & Wiedenbeck, S. (2003). On-line trust: concepts, evolving themes, a model. *International journal of human- computer studies*, 58(6), pp. 737-758.
- Costantino, N., Dotoli, M., Falagario, M., Fanti, M.P. & Mangini, A.M. (2012). A model for supply management of agile manufacturing supply chains. *Int J Prod Econ.*, 135, pp. 451-457.
- Costantino, N., Dotoli, M., Falagario, M., Fant, M.P., & Mangini, A.M.(2012). A model for supply management of agile manufacturing supply chains. *International Journal of Production Economics*, 135(1), pp. 451-457.
- Costabile M. (1996b), *Misurare il valore per il cliente*, UTET, Torino
- Costabile M. (1998), "Customer Satisfaction and Trust into the Resource-Based Perspective. Research Propositions Endorsing the Confirmation/Disconfirmation Paradigm", in Andersson P.(edited by), *Market Relationships*, proceedings of the 27th EMAC Conference, pp.77-97

- Creusen, M. E. H., & Schoormans, J. P. L. (2005). The different roles of product appearance in consumer choice. *Journal of Product Innovation Management*, 22, pp. 63-81.
- Crilly, Nathan, Moultrie, J. & Clarkson, P. J. (2004). "Seeing Things: Consumer Response to the Visual Domain in Product Design," *Design Studies*, 25 (6), pp. 547–77.
- Cunningham, S. M., (1967) "The major dimensions of perceived risk," in Cox, D.F. (Ed), Risk taking and information handling in consumer behavior, Graduate School of Business Administration, Harvard University Press, Boston, MA: 82-108.
- David, B., Suniti, P., & Amalendu, J., (2012). Product-knowledge, ethnocentrism and purchase intentions: COO study in India. *NMIMS Management Review*, 22, pp 59 - 81.
- Dean, A.M. (2002). Service quality in call centers: Implorations for customer loyalty. *Managing Service Quality*, 22(6), pp. 414–423.
- De Chernatony, L. & McDonald, M.H.B. (1998), *Creating Powerful Brands in Consumer, Service and Industrial Markets*, Butterworth-Heinemann, Oxford.

- De Chernatony, L., & Dall'Omo Riley F. 1998 Defining A "Brand": Beyond The Literature With Experts' Interpretations. *Journal of Marketing Management*, 14(5), pp. 417-443.
- De Chernatony, L. (1993). Categorizing brands: Evolutionary processes underpinned by two key dimensions. *Journal of Marketing Management*, 9, pp. 173-188.
- Deffke, U. (2013). Electric Mobility – Rethinking the Car. Rostock: Federal Ministry of Education and Research (BMBF). pp. 2-56.
- Deloitte (2008). Automotive Gen Y Survey Findings. Retrieved December 20, 2016, from http://www.deloitte.com/assets/DcomUnitedStates/Local%20Assets/Documents/us_automotive_gen_y_survey_findings.pdf
- Demirbag, M., Tatoglu, E., Tekinkus, M., & Zaim, S. (2006). An analysis of the relationship between total quality management implementation and organizational performance Turkish SMEs. *Journal of Manufacturing Technology Management*, 17(6), pp. 829-47.
- Dens, N., & Pelsmacker, P. D. (2010). Consumer response to different advertising appeals for new products: The moderating influence of branding strategy and product. *Journal of Brand Management*, 18(1), pp. 50–65. <https://doi.org/10.1057/bm.2010.22>
- De Pelsmacker, P., Driesen, L., & Rayp, G. (2005). Do Consumers Care about Ethics? Willingness to Pay for Fair-Trade Coffee. *The Journal of Consumer Affairs*, 39(2), pp. 363-385.

- De Pelsmacker, P., & Janssens, W. (2007). A Model for Fair Trade Buying Behaviour: The Role of Perceived Quantity and Quality of Information and Product-specific Attitudes. *Journal of Business Ethics*, 75, pp. 361-380.
- Deutsch, M. (1958). Trust and suspicion . *Conflict Resolution*, II, 4,265-279 . Google Scholar
- Deutsch, M. (1958). Trust and Suspicion. *The journal of conflict resolution*. 2 (4), pp. 265-279.
- Díaz, V.G., Fernández, J.F.G., & Márquez, A.C. (2010) Case study: Warranty costs estimation according to a defined lifetime distribution of deliverables. *Engineering Asset Lifecycle Management*, pp. 146-155.
- Diamantopoulos, A., Schlegelmilch, B., & Palihawadana, D. (2011). The relationship between country-of-origin image and brand image as drivers of purchase intentions: A test of alternative perspectives. *International Marketing Review*, 28(5), pp 508–524.
- Dodds, W.B. (2002). The Effects of Perceived and Objective Market Cues on Consumers' Product. *Evaluations Marketing Bulletin*, 13, pp. 1-14.

- Dolnicar, S., Hurlimann, A., & Grün, B. (2014) Branding water. *Water research*, 57(15), pp. 325-338.
- Dombrowski, U., Engel, C., & Schulze, S. (2011). Scenario Management for Sustainable Strategy Development in the Automotive Aftermarket, In Proceedings of the CIRP Conference on Industrial Product Service Systems, Braunschweig,
- Dombrowski, U., & Engel, C. (2014). Impact of Electric Mobility on the After Sales Service in the Automotive Industry. *Procedia CIRP*, 16, pp. 152–157.
<https://doi.org/10.1016/j.procir.2014.01.022>
- Dombrowski, U., & Schulze, S. (2010). Obsolescence Management for Electronic Components – The Challenge for OEMs, High Level Group Manufuture, Stuttgart.
- Douglas, E.J., Gelnnon, D.C.,& Lane, J.I. (1993) Warranty, quality and price in the US automobile market. *Appl. Econom.*,25(1), pp. 135–141.
- Doss, S. (2011). The transference of brand attitude : the effect on the celebrity endorser. *Journal of Management and Marketing Research*.
- Durovnik, C. (2006). From “Experience” Goods to “Search” Goods. Retrieved 16 June 2016, from <http://icommons.org/2006/08/22/from-%E2%80%98experience%E2%80%99-goods-to-%E2%80%98search%E2%80%99-goods/>

- Egonsson, E., Bayarsaikhan, K., & Ting, T. L. (2013). After-sales services and customer relationship marketing: A multiple case study within the Swedish heavy equipment machinery industry. Retrieved from <http://www.diva-portal.org/smash/get/diva2:635620/FULLTEXT01.pdf>
- Elliot, S., Papadopoulos, N., & Kim, S. S. (2011). An integrative model of place image: Exploring relationships between destination, product, and country images. *Journal of Travel Research*, 50, pp. 520–534.
- Elliott, G., & Cameron, R. (1994). Consumer perception of product quality and the country of origin effect. *Journal of International Marketing*, 2(2), pp. 49–64.
- Elliott, R., & Jankel-Elliott, N. (2003), “Using ethnography in strategic consumer research”. *Qualitative Market Research: An International Journal*, 6(4), pp. 215-23. [Google Scholar].
- Elliott, R., & Yannopoulou, N. (2007) The nature of trust in brands: a psychosocial model. *European Journal of Marketing*, 4(9/10), pp. 988-998.
- Ersal I., Papalambros P., Gonzalez R., & Aitken, T.J. (2011). Modelling perceptions of craftsmanship in vehicle interior design. *Journal of Engineering Design*, 22(2), pp. 129-144.
- Eppen, G.D., & Gould, F.J. (1998). Introductory management science: Decision modeling with spreadsheets. Prentice Hall.

- Faith, D. O., & Edwin, A. M. (2014). A Review of The Effect of Pricing Strategies on The Purchase of Consumer Goods, 2(2), pp. 88–102.
- Flavián, C., & Guinalíu M., (2007) Development and validation of familiarity, reputation and loyalty scales for internet relationships. *Esic Market*, 157-188.
- Field, A. (2000). Discovering statistics using SPSS for Windows: Advanced techniques for beginners (Introducing Statistical Methods series) SAGE publications Ltd London, UK.
- Fishbein, M. (1963). An Investigation of the Relationships between Beliefs about an Object and the Attitude toward that Object. *Human relations*, 16(3), pp. 223-226.
- Fishbein, M., & Ajzen, I. (1975). Belief, attitude, intention, and behavior: An introduction to theory and research. Reading, MA: Addison-Wesley
- Fisk, T.A., Brown, C.J., Cannizzaro, K.G., & Naftal, B. (1990). Creating Patient Satisfaction and Loyalty. *Journal of Health Care Marketing; Boone*, 10, pp. 5-15.
- Fredericks, J.O., & Salter, J.M. (1995). Beyond customer satisfaction. *Management Review*, 61(5), pp. 65–73.
- Frederiksen, M., (2011). The Relational Structure of Trust. Dansk Sociolog kongress Conference.
- Follows, S. B., & Jobber, D. (2000). Environmentally responsible purchase behavior: a test of a consumer model. *European Journal of Marketing*, 34(5/6), pp. 723-746.

- Fornell, C. (1992). A national customer satisfaction barometer: The Swedish experience. *Journal of Marketing*, 56(1), pp. 6–21.
- Forsythe, S.M., & Shi, B. (2003). Consumer patronage and risk perceptions in Internet shopping. *Journal of Business Research*, 56(11), pp. 867-875.
- Fukukawa, K. (2003). A Theoretical Review of Business and Consumer Ethics Research: Normative and Descriptive Approaches. *The Marketing Review*, 3(4), pp. 381-401.
- Gaiardelli, P., Saccani, N., & Songini, L. (2007). Performance measurement of the after-sales service network. *Evidence from the automotive industry*, 58, pp. 698–708.
<https://doi.org/10.1016/j.compind.2007.05.008>
- Gao, Z., Schroeder, T.C. & Yu, X., (2010). Consumer Willingness to Pay for Cue Attribute: The Value Beyond Its Own. *Journal of International Food & Agribusiness Marketing*, 22 (1), pp 108-124.
- Garcia-Quevedo J., Mas-Verdu, F., & Montolio, D. (2013) “What types of firms acquire knowledge intensive services and from which suppliers”, *Technology Analysis and Strategic Management*, 25 (4), pp. 473-486.
- Garvin, D. A. (1984). Product quality: An important strategic weapon. *Business Horizons*, 27(3), 40-43.

- Gehrt, K.C., Onzo, N., Fujita, K., & Rajan, M.N. (2007) The Emergence of Internet Shopping in Japan: Identification of Shopping Orientation-Defined Segments. *Journal of Marketing*, 15(2), pp. 167 – 177.
- Ghosh, A. (1990). *Principles of secondary processing and casting of liquid steel* (New Delhi: Oxford & IBH) ch. 6,7 & 9. Google Scholar
- Goodyear, M. (1996). Divided by a common language: diversity and deception in the world of global marketing. *Journal of the Market Research Society*, pp. 105-115.
- Graf, R., & Perrien, J.(2005). The role of trust and satisfaction in a relationship: the case of high tech firms and banks. Conference of the European Marketing Academy University of Bradford, England
- Gronholdt, L., Martensen, A., & Kristensen, K. (2000). The relationship between customer satisfaction and loyalty: Cross industry differences. *Total Quality Management*, 11(5), pp. 506–516.
- Guajardo, J. A., Cohen, M. A., Kim, S., Netessine, S., Guajardo, J. A., Cohen, M.A., & Kim, S. (2012). Impact of Performance-Based Contracting on Product Reliability : An Empirical Analysis. *Management Science*, 58(5), pp. 961-979.
- Guatri, L. (1991), *La teoria di creazione di valore*, Egea, Milano.
- Guatri , L., & Massari, M. (1992), *La diffusione del valore*, Egea, Milano.

- Guo, F., Rakha, H., & Park, S. (2010). Multistate model for travel time reliability. *Transportation Research Record. Journal of the Transportation Research Board*, (2188), pp. 46-54
- Hair, J.F., Sarstedt, M., Pieper, T.M., & Ringle, C.M.(2012). The Use of Partial Least Squares Structural Equation Modeling in Strategic Management Research: A Review of Past Practices and Recommendations for Future Applications. *Long range planning*, 45(5-6), pp. 320-340.
- Hafzi, M.M.I., Yahaya, A., Khairil Anuar, A.K. & Wong, S.V. (2014). New Car Assessment Program for Southeast Asian Countries: Current Status and Future Developments. *Applied Mechanics and Materials*, 564(1), pp. 54-59.
- Hamzaoui-Essoussi, L., Merunka, D. and Bartikowski, B. (2011), “Brand origin and country of manufacture influences on brand equity and the moderating role of brand typicality”, *Journal of Business Research*, Vol. 64 No. 9, pp. 973-978.
- Hanzaee, K.H., & Khosrozadeh, S. (2011). The effect of the country-of-origin image, product knowledge and product involvement on information search and purchase intention. *Middle-East Journal of Scientific Research*, 8(3), pp. 625-636.
- Hansen, T. (2005). Rethinking consumer perception of food quality. *Journal of Food Products Marketing*, 11 (2), pp. 75–93.
- Harridge-March, S. (2006). Can the building of trust overcome consumer perceived risk online?. *Marketing intelligence and planning*. 24 (7), pp. 746-761.

- Harrison, P., & Shaw, R. (2004). Consumer satisfaction and post-purchase intentions: A exploratory study of museum visitors. *International Journal of Art Management*, 6(2), pp. 23–32.
- Harrison, P., & Shaw, R. (2004). Consumer Satisfaction and Post-purchase Intentions: An Exploratory Study of Museum Visitors. *International Journal of Arts Management*, 6(2), pp. 23-32.
- Hazwani, N., & Zolkifly, B. (2013). Examining customer's satisfaction towards national car attributes among Malay , Chinese and Indian, pp.13539–13542.
- Hin, C.W.E.I., & Hee, H.O.E.C. (2014). A Study of Perception of International Students on Quality of Malaysian Cars, 18, pp. 13–22.
- Hinterhuber, A. (2008). Customer Value-Based Pricing Strategies: Why Companies Resist. *Journal Of Business Strategy*. 29(4).
- Hoegg, JoAndrea, Joseph W. A., & Darren W.D. (2010). “The Good, the Bad, and the Ugly: Influence of Aesthetics on Product Feature Judgments,” *Journal of Consumer Psychology*, 20 (4), pp. 419–30.
- Horton R.L. (1976). The Structure of Perceived Risk: Some Further Progress. *Journal of the Academy of Marketing Science*, 4(4), pp. 694-706.
- Hunt, S.D., & Vitell, S. (1986). A general theory of marketing ethics. *Journal of macromarketing*, 6(1), pp. 5-16.

- Hypko, P., Tilebein, M., & Gleich, R. (2010). Benefits and uncertainties of performance-based contracting in manufacturing industries. *J. Service Management*, 21(4), pp. 460–489.
- Idoko, E.C., Nkamnebe, A.D., & Amobi, D.S.C. (2013). Public policy and SMEs' adoption of environmental sustainability orientation in Enugu, Nigeria. *African Journal of Business and Economic Research*, 8(1), pp. 11-31.
- Iverson, R.D. (1999). An Event History Analysis of Employee Turnover: The Case of Hospital Employees in Australia. *Human Resource Management Review*, 9(4). pp. 397-418.
- Lu, I.R., Lu, I.R., Heslop, L.A., Heslop, L.A., Thomas, D.R., Thomas, D.R., & Kwan, E. (2016). An examination of the status and evolution of country image research. *International Marketing Review*, 33(6), pp. 825-850.
- Jackson, T. (2005). Motivating Sustainable Consumption. *Sustainable Development Research Network*, pp. 1-170.
- Jimenez, N. H., & San Martin, S. (2010). “The role of country-of origin, ethnocentrism and animosity in promoting customer trust”. The moderating role familiarity. *International Business Review*, 19(1), pp. 344-355. <http://dx.doi.org/10.1016/j.ibusrev.2009.10.001>.
- Johnson, M.W., Christensen, C.M., & Kagermann, H. (2008). Reinventing your business model. *Harvard Business Review*, 86(12), pp. 57-68.

- Jones, M.A., Mothersbaugh, D.L., & Betty, S.E. (2000). Switching barriers and repurchase intentions in services. *Journal of Retailing*, 76(2), pp. 259–272.
- Jones, T.O., & Sasser, E.W. (1995). Why satisfied customer defect. *Harvard Business Review*, 73(6), 88–99.
- Juster, N., Fitchie, M., Taylor, S., Dew, P., Maxfield, J., & Zhao, J. (2001). Visualising the impact of tolerances on cosmetic product quality. Proceedings of the 13th International Conference on Engineering Design. Citeseer.
- Josiassen, A. (2010). Young Australian consumers and the country of origin effect: Investigation of the moderating roles of product involvement and perceived product-origin congruency. *Australasian Marketing Journal*, 18, pp. 23-27.
- Guajardo, J.A., Cohen, M.A., Netessine, S., & Cohen, M.A. (2015). Automobile Industry Service Competition and Product Quality in the, (April 2016).
- J. D. Power Associates. (2009). Vehicle ownership satisfaction study.
- Jian-ming, H. (2012). Automobile Anti-theft System Based on GSM and GPS Module, 199–201. <https://doi.org/10.1109/ICINIS.2012.86>
- Kachersky, L. (2011). Reduce content or raise price? The impact of persuasion knowledge and unit price increase tactics on retailer and product brand attitudes. *Journal of Retailing*, 87(4), pp. 479-488.

- Kalaighnam, K., Kushwaha, T., & Eilert, M. (2013). The Impact of Product Recalls on Future Product Reliability and Future Accidents: Evidence from the automobile industry. *Journal of Marketing*, 77(2), pp. 41-57.
- Kandampully, J. (2010) "Service quality to service loyalty: A relationship which goes beyond customer services". *Total Quality Management*, 9 (6), pp. 431-443.
- Kang, M., & Yang, S.U. (2010). "Comparing effects of country reputation and the overall corporate reputations of a country on international consumers' product attitudes and purchase intentions". *Corporate Reputation Review*, 13(1), pp. 52-63.
- Kang, G.D., & James, J. (2004). Service quality dimensions: an examination of Grönroos's service quality model. *Managing Service Quality*, 14(4), pp. 266-277.
- Kantsperger, R., & Kunz, W.H. (2010). Consumer trust in service companies: a multiple mediating analysis. *Managing Service Quality: An International Journal*, 20(1), pp. 4-25.
- Kardes, F.R., Cronley, M.L., Kellaris, J.J., & Posavac, S.S. (2004). The role of selective information processing in price-quality inference. *Journal of Consumer Research*, 31(2), pp. 368-74.
- Kardes, F.R., Kim, J., & Lim, J. (2001). Consumer expertise and the perceived diagnosticity of inference. *Advances in Consumer Research*, 19(1), pp. 409-410.
- Kardes, F.R., Kim, J., & Lim, J. (2001). Consumer expertise and the perceived diagnosticity of inference. *Advances in Consumer Research*, 19(1), pp. 409-410.

- Kardes, F.R., & Kalyanaram, G. (1992). Order-of-Entry Effects on Consumer Memory and Judgment: An Information Integration Perspective. *Journal of Marketing Research*, 29, pp. 343-357.
- Karjalainen, T.M. (2004). Semantic Transformation in Design: Communicating Strategic Brand Identity Through Product Design References, University of Art and Design Helsinki.
- Karjalainen, T.M., & Snelders, D. (2010). Designing visual recognition for the brand. J. *Prod. Innov. Manag.*, 27, pp. 6–22.
- Karjalainen, T.M., & Snelders, D.(2010). Designing Visual Recognition for the Brand. *Journal of Product Innovation Management*, 27(1), pp. 6-22.
- Kasper, H., & Lemmink, J. (1989). After sales service quality: Views between industrial customers and service managers. *Industrial Marketing Management*, 18(3), pp. 199-208.
- Kaur H., & Pandit, A. (2014). Consumer evaluation of brand extension: Empirical generalization and comparative analysis. *Journal of Empirical Generalizations in Marketing Science*, 15(1).
- Keh, H.T., & Xie, Y. (2009). Corporate reputation and customer behavioral intentions: The roles of trust, identification and commitment. *Industrial Marketing Management*, 38, pp. 732-742.

- Keller, K.L. (1993). Conceptualizing, Measuring, and Managing Customer-Based Brand Equity. *Journal of Marketing*, 57(1), pp. 1-22.
- Keller, K. L. (2003). Strategic Brand Management: Building, Measuring and Managing Brand Equity. Upper Saddle River, NJ: Pearson Education.
- Khamisi M. (2012). Brand image, self concept, and consumer purchasing behaviours in the Ugandan petroleum industry. Makerere University Institutional Repository
- Khetriwal, D.S., Kraeuchi, P., & Widmer, R. (2009). Producer responsibility for e-waste management: Key issues for consideration – Learning from the Swiss experience. *Journal of Environmental Management*, 90(1), pp. 153-165.
- Kim, J., & Bae, I. (2011). An Influence of Korean National Image on Japanese Consumer's Perceived Quality, Risk and Information Cost Saving: focused on Mediating Role of Brand Credibility. *International Area Studies Review*. 15(1), pp. 315–39.
- Kim, P.H., Ferrin, D.L., Cooper, C.D., & Dirks, K.T. (2004). Removing the Shadow of Suspicion: The Effects of Apology Versus Denial for Repairing Competence Versus Integrity-Based Trust Violations. *Journal of Applied Psychology*, 89(1), pp. 104-118.
- Kim, M.J., Chung, N., & Lee, C.K. (2011). The effect of perceived trust on electronic commerce: Shopping online for tourism products and services in South Korea. *Tourism Management*, 32 (2), pp. 256-265.
- Kim, S.H. (2011). Strategic reliability investments in multi-indenture supply chains. Working paper, Yale University, New Haven, CT.

- Kim, Y., & Han, H. (2010). Intention to pay conventional-hotel prices at a green hotel a modification of the theory of planned behavior. *J. Sustain. Tour.* 18(8), pp. 997–1014
- King, S. (1991). Brand building in the 1990s. *Journal of Consumer Marketing*, 8(4), pp.43-52. <https://doi.org/10.1108/07Kinra>. (2006), The effect of country-of-origin on foreign brand names in Indian market. *Marketing Intelligence and Planning*, 24(1), pp.12-30.
- Kley, F., Lerch, C., & Dallinger, D. (2011). New business models for electric cars - A holistic approach. *Energy Policy*, 39, pp. 3392–3403.
- Kleyner, A., & Sandborn. P. (2005). A Warranty Forecasting Model Based on Piecewise Statistical Distributions and Stochastic Simulation. *Reliability Engineering & System Safety*, 88 (3), pp. 207–214.
- Knight J. (1993) Internationalization: Management strategies and issues. *International Education Magazine*, 9(6), pp. 21–22. [Google Scholar](#)
- Knight, G.A., Spreng, R.A., & Yaprak, A. (2003). Cross-national development and validation of an international business measurement scale: the COISCALE. *International Business Review* 12(5), pp. 581-599.
- Knight, G.A., & Calantone, R.J. (2000). A flexible model of consumer country-of-origin perceptions: A cross-cultural investigation. *International Marketing Review*, 17(2), pp.127-145. <https://doi.org/10.1108/02> .
- Kotler, P. & Armstrong, G. (2018). Principles Of Marketing; 12th Edition, Prentice Hall

- Kotler, P., & Lee, N. (2007) Social marketing: Influencing behaviors for good (3rd ed. pp 132-134). Thousand Oaks, CA: Sage.
- Krejcie, R.V., & Morgan, D.W. (1970). Determining Sample Size for Research Activities. *Educational and psychological Measurement*, 30, pp. 607-610.
- Kreuzbauer, R., & Malter, A.J.(2005) Embodied Cognition and New Product Design: Changing Product Form to Influence Brand Categorization. *Journal of Product Innovation* 22(2), pp. 165-176.
- Kurata, H., & Nam, S.H. (2010). After-sales service competition in a supply chain: Optimization of customer satisfaction level or profit or both?. *International Journal of Production Economics*, 127(1), pp. 136-146.
- Kurtuldu, H.S., Mirzai, H., Ruzdar, M. & Khalili, M. (2011) The Impact of Social Factors Affecting Consumer Behaviour on Selecting Characteristics of Irankhodro Cars. *Journal of Basic and Applied Scientific Research*, 1(10), pp. 1397-1405.
- Kuo, Y.F., Wu, C.M., & Deng, W.J. (2009). The relationships among service quality, perceived value, customer satisfaction, and post-purchase intention in mobile value-added services. *Computers in human behavior*, 25(4), pp. 887-896.
- Kumar, A., Kim, Y.K., & Pelton, L. (2009). Indian consumers' purchase behavior toward US versus local brands. *International Journal of Retail & Distribution Management*, 37(6), pp. 510-526

- Kwun, W.J.D. (2010). Effects of campus foodservice attributes on perceived value, satisfaction, and consumer attitude: A gender-difference approach. *International Journal of Hospitality Management*, 30 (2011), pp. 252–261.
- LaLopa, J.M. (1997). Commitment and Turnover in Resort Jobs. *Journal of Hospitality & Tourism Research* 12(2), pp. 11-26.
- Lambin, J.J. (1996). Strategic marketing management. McGraw-Hill
- Landwehr, J.R., Wentzel, D., & Herrmann, A. (2013). Product Design for the Long Run : Consumer Responses to Typical and Atypical Designs at Different Stages of Exposure, 77(September), 92–107.
- Langan, R., Besharat, A., & Varki, S. (2016). The effect of review valence and variance on product evaluations : An examination of intrinsic and extrinsic cues. *International Journal of Research in Marketing*. <https://doi.org/10.1016/j.ijresmar.2016.10.004>
- Langan, R., Besharat, A., & Varki, S. (2016). The effect of review valence and variance on product evaluations : An examination of intrinsic and extrinsic cues. *International Journal of Research in Marketing*. <https://doi.org/10.1016/j.ijresmar.2016.10.004>

- Landwehr, J. R., Labroo, A. A., & Herrmann, A. (2011). Gut liking for the ordinary: Incorporating design fluency improves automobile sales forecasts. *Marketing Science*, 30(3), pp. 416-429.
- Laroche, M., Papadopoulos, N., Heslop, L.A., & Mourali. M. (2005). The influence of country image structure on consumer evaluations of foreign products. *International Marketing Review*, 22(1), pp. 96-115. <https://doi.org/10.1108/>
- Lawley, M., Birch, D., & Hamblin, D. (2012). An exploratory study into the role and interplay of intrinsic and extrinsic cues in Australian consumers' evaluations of fish. *Australasian Marketing Journal (AMJ)*, 20(4), pp. 260–267. <https://doi.org/10.1016/j.ausmj.2012.05.014>
- Lee, H.M., Chen, T., & Guy, B.S. (2014). How the Country-of-Origin Image and Brand Name Redeployment Strategies Affect Acquirers' Brand Equity After a Merger and Acquisition. *Journal of Global Marketing*, 27(3), pp. 191-206.
- LeBon, G. (1895). *Psychologie des foules (the crowd)* Paris: F. Alcan,
- Lee, C., Lee, H., Lee, S., & Kim, J. (2013). The Effect of WOM's Information Characteristics on WOM Adoption in the Online Shopping Context: Focused on the Mediating Roles of Trust and Usefulness. *Korea Research Academy of Distribution and Management Review*, 16(3), pp. 59–75.

- Lee, H.J., Kumar, A., & Kim, Y. K. (2010). Indian consumers' brand equity toward a US and local apparel brand. *Journal of Fashion Marketing and Management: An International Journal*, 14(3), pp. 469-485.
- Lee, J., & Allaway, A. (2002). Effects of personal control on adoption of self-service technology innovations. *Journal of Services Marketing*, 16(6), pp. 553-572, <https://doi.org/10.1108/0>
- Lee, R., & Lockshin, L. (2012). Reverse country-of-origin effects of product perceptions on destination image. *Journal of Travel Research*, 51, pp. 502–511.
- Lee, T.W., & Govindan, S. (2014). Emerging Issues in Car Purchasing Decision, 5(September), 169–179.
- Lee, M., & Lou, Y. (2011). Consumer reliance on intrinsic and extrinsic cues in product evaluations: A conjoint approach. *Journal of Applied Business Research (JABR)*, 12, pp. 21–29.
- Lee, H., & Lee, H. (2015). Indian consumers brand equity toward a US and local apparel brand Indian consumers' brand equity toward a US and local apparel brand, (February). <https://doi.org/10.1108/13612021011061898>
- Leischnig, A., Schwertfeger, M., & Geigenmueller, A. (2011). Do shopping events promote retail brands?. *International Journal of Retail & Distribution Management*, 39(8), pp. 619-634. <https://doi.org/10.1108/095>

- Leonidou, L. C., Talias, M. A., & Leonidou, C. N (2008). Exercised power as a driver of trust and commitment in cross-border industrial buyer–seller relationships. *Industrial Marketing Management*, 37, pp. 92-103
- Liefeld, J.P., Heslop, L.A., Papadopoulos, N., & Wall, M., 1996. Dutch consumer use of intrinsic, country-of-origin, and price cues in product evaluation and choice. *Journal of International Consumer Marketing*, 9 (1), pp. 57.
- Lim, E.P., Nguyen, V.A., Jindal, N., Liu, B., & Lauw, H.W. (2010). Detecting product review spammers using rating behaviors. Proceedings of the 19th ACM International Conference on Information and Knowledge Management (pp. 939–948)
- Lin, L.Y., & Chen, C.S. (2006). The influence of the country-of-origin image, product knowledge and product involvement on consumer purchase decisions: an empirical study of insurance and catering services in Taiwan. *Journal of Consumer Marketing*, 23(5), pp. 248-265. <http://dx.doi.org/10.1108/07363760610681655>
- Ling, K.C., Piew, T.H., & Chai, L.T. (2010). The determinants of consumers' attitude towards advertising. *Canadian Social Science*, 6(4), pp. 114-126.
- Liu, R., Pieniak, Z., & Verbeke, W. (2013). Consumers' attitudes and behaviour towards safe food in China: a review. *Food Control*, 33, pp. 93-104.
- Lockshin, L., & Hall, J. (2003). Consumer purchasing behaviour for wine: what we know and where we are going (Doctoral dissertation, University of South Australia, Wine Marketing Research Group).

- López-Nicolás, C., Molina-Castillo, F. J., & Bouwman, H. (2008). An assessment of advanced mobile services acceptance: Contributions from TAM and diffusion theory models. *Information & Management*, 45(6), pp. 359-364.
- Lutz, N.A., & Padmanabhan, V. (1998). Warranties, extended warranties, and product quality. *International Journal of Industrial Organization*, 16(4), pp. 463-493.
- Lyons, K.F., & Murthy, D.N.P., (2001). Warranty and Manufacturing MA Rahim, M. Ben-Daya (Eds.), *Integrated Optimal Modelling in PIQM: Production Planning, Inventory, Quality and Maintenance*, Kluwer Academic Publishers, New York. pp. 289-324.
- Macintosh, G., & Lockshin, L.S (1997). Retail relationships and store loyalty: A multi-level perspective. *International Journal of Research in Marketing*, 14(5), pp. 487-497.
- Mafe, C.R., & Blas, S.S. (2008). The impact of television dependency on teleshopping adoption. *Journal of Research in Interactive Marketing*, 2(1), pp. 5-19. Retrieved February 10, 2012 from ProQuest Central (228296207).
- Magnusson, P., Westjohn, S., & Zdravkovic, S. (2011), "Further clarification on how perceived brand origin affects brand attitude: a reply to Samiee and Usunier". *International Marketing Review*, 28(5), pp. 497-507.
- Majeske, K.D. (2007). "A Non-homogeneous Poisson Process Predictive Model for Automobile Warranty Claims." *Reliability Engineering & System Safety*, 92 (2), pp. 243–251.

- Malhotra, N. K., & Birks, D. F. (2000). EIS Inc. *Marketing research: an applied approach*.
- Manna, D.K., Pal, S., & Sinha, S. (2007). A use-rate based failure model for two-dimensional warranty. *Comput Ind Eng*. 52, pp. 229-40.
- Mark, (2009). ASEAN automotive market review.
<http://www.allbusiness.com/legal/international/Trade-law-treaties-agreements-free/13380329-1.html>
- Martinez, E., & De Chernatony, L. (2004). The effect of brand extension strategies upon brand image. *Journal of Consumer Marketing*, 21(1), pp.39-50. <https://doi.org/10.1108>,
- Martín, H.S., & Herrero, Á. (2012). Influence of the user's psychological factors on the online purchase intention in rural tourism: Integrating innovativeness to the UTAUT framework. *Tourism Management*, 33(2), pp. 341-350.
- Martin, I.M., & Eroglu, S. (1993). Measuring a multi-dimensional construct: Country image. *Journal of Business Research*, 28(3), pp. 191-210.
- Massad, V.J., & Tucker, J.M. (2000). Comparing bidding and pricing between in-person and online auctions. *Journal of Product & Brand Management*, 9(5), pp. 325-340.

- McCole, P., Ramsey, E., & Williams, J (2010). Trust considerations on attitudes towards online purchasing: The moderating effect of privacy and security concerns. *Journal of Business Research*, 63(9-10), pp. 1018-1024.
- McKinsey & Company. (2013). The road to 2020 and beyond: What's driving the global automotive industry?. pp.1-24., Retrieved from www.mckinsey.com
- McKnight, D.H., & Chervany, N.L. (1996). The Meanings of Trust. Citeseer
- Menezes, M.A.J., & Quelch, J.A. (1990). Leverage your warranty program. *Sloan Management Review*, 31(4), pp. 69-80.
- Michaelis, M., Woisetschlager, D.M., Backhaus, C., & Ahlert, D. (2008). “The effects of country of origin and corporate reputation on initial trust: an experimental evaluation of the perception of polish consumers”. *International Marketing Review*, 25(4), pp. 404-422.
- Milberg, S.J., & Sinn, F. (2008). Vulnerability of global brands to negative feedback effects. *Journal of Business Research*, 61(6), pp. 684-690.
- Mirela-cristina, V. (2013). A quantitative research of consumer’s attitude towards food products advertising. *Computational method in social sciences*. (185).
- Mitchell, V.W. (1992). Understanding consumers’ behaviour: Can perceived risk theory help?. *Management Decision*, 30(3), pp. 26-31.

- Miyazaki, A.D., Grewal, D., & Goodstein, R.C. (2005). The effect of multiple extrinsic cues on quality perceptions: A matter of consistency. *Journal of Consumer Research*, 32(1), pp. 146–153
- Miyazaki, A.D., Grewal, D., & Goodstein, R.C. (2005). The effect of multiple extrinsic cues on quality perceptions: A matter of consistency. *Journal of Consumer Research*, 32, pp.146–153.
- Mohamed, M.S.S., Shamsul, B.M.T., Rahman, R., Jalil, A., & Aswan, N. (2015). Issues Surrounding Car Center Stack Designs in Malaysia: An Exploratory Study. *In Applied Mechanics and Materials* 761, pp. 693-697.
- Monö, R.G., Knight, M., & Monö, R. (1997). Design for product understanding: The aesthetics of design from a semiotic approach. Liber
- Mukherjee, A., & Patel, N. (2005), FDI in Retail Sector: India: A Report by ICRIER and Ministry of Consumer Affairs, Academic Foundation, Government of India, New Delhi.
- Murthy, D.N.P. (2007). Product reliability and warranty: an overview and future research. *Produção*, 17(3), pp. 426-434.
- Murthy, D.N.P., Rausand, M., & Osteras, T. (2008), Product Reliability - Performance and Specifications, Springer Verlag, London. pp. 284.
- Murthy, D.N.P., & Blischke, W.R. (2005). Warranty Management and Product Manufacture, Springer Verlag, London,.

- Murthy, D.N.P., & Djamaludin, I. (2002). New product warranty: A literature review. *International Journal of Production Economics*, 79(3), pp. 231-260.
- Momeni & Nazemi H.Y. (2010). A fuzzy-random Utility Model of Consumer Choice; Uncertainty Effect. *World Applied Sciences Journal*, 8(10).1183-1192.
- Monroe K.B. (1990). Pricing: Making profitable decisions. McGraw-Hill Companies.
- Monö, R.W. (1997). Design for Product Understanding: The Aesthetics of Design from a Semiotic Approach. Stockholm: Liber AB. [Google Scholar](#)
- Moorman, C., Zaltman, G., & Deshpande, R., (1992). Relationships Between Providers and Users of Market Research: The Dynamics of Trust Within and Between Organizations. *Journal of Marketing Research*, 29(3), pp. 314.
- Nagashima, A. (1970). A comparison of Japanese and US attitudes toward foreign products. *The Journal of Marketing*, 68-74.
- Nahman, A. (2010). Extended producer responsibility for packaging waste in South Africa: Current approaches and lessons learned. *Resources, Conservation and Recycling*, 54(3), pp. 155-162.
- Nawi, A.S., Ahmad, S.A.B., Mahmood, W.M.W., Krishnan, G., Nair, S., & Nurathirah, A. S. (2013). Determinants of Passenger Car Sales in Malaysia Faculty of Business and Management , Universiti Teknologi MARA Terengganu , 23, 67–73. <https://doi.org/10.5829/idosi.wasj.2013.23.eemcge.22013>

- Neal, W.D. (1999). Satisfaction is nice, but value drives loyalty. *Marketing Research*, 11(1), pp. 20–23.
- Nebenzahl, I.D. Jaffe, E.D., & Usunier, J.C. (2003). *MIR: Management International Review*, 43(4), pp. 383-406.
- Netemeyer, R.G., Krishnan, B., Pullig, C., Wang, G., Yagci, M., Dean, D., & Ricks, J. (2004) Developing and validating measures of facets of customer-based brand equity. *Journal of Business Research*, 57(2), pp. 209-224.
- Newholm, T., & Shaw, D. (2007). Studying the ethical consumer: a review of research. *Journal of Consumer Behaviour*, 6(5), pp. 253-270.
- Nkechi, E.I. (2010). Quality Improvement in a Global Competitive Marketplace- Success Story from Nigeria. *International Journal of Business and Management*. 5(1), pp. 211-218.
- Lopez-Nicolas, C., & Molina-Castillo, F.J. (2008). Customer Knowledge Management and E-commerce: The role of customer perceived risk. *International Journal of Information Management*, 28(2), pp. 102-113.
- Ofori-Dwumfuo, G.O., & Paatey, E. (2011). The Design of an Electronic Voting System Research *Journal of Information Technology*, 3(2), pp. 91-98.

- Olsen, S.O. (2002). Comparative evaluation and the relationship between quality, satisfaction, and repurchase loyalty. *Journal of the Academy of Marketing Science*, 30(3), pp 240–249.
- Olson, J.C., & Jacoby, J. (1972). Cue utilization in the quality perception process ACR Special Volumes, pp.167-179.
- Olson, D. (1977). From Utterance to Text: The Bias of Language in Speech and Writing. *Harvard Educational Review*, 47(3), pp. 257-281.
- O'Neill, M., & Palmer, A. (2003). An exploratory study of the effects of experienced on consumer perceptions of the service quality construct. *Managing Service Quality*, 13(3), pp. 187 – 196.
- Orsato, R.J., & Wells, P. (2007). The automobile industry & sustainability. *Journal of Cleaner Production*, 15(11-12), pp 989-993.
- Osterwalder, D. (2001). Trust Through Evaluation and Certification?. *Social Science Computer Review*, 19(1), pp. 32-46.
- Rahman, O. (2011). Understanding Consumers' Perceptions and Buying Behaviours: Implications for Denim Jeans Design. *Journal of Textile and Apparel, Technology and Management*, 17(1), pp. 1-16.
- Rest, J.R. (1979). Development in judging moral issues. Minneapolis: University of Minnesota Press. Google Scholar

- Papadopoulos, N.G., & Heslop, L. (1993). Product-country images: Impact and role in international marketing. Routledge.
- Pappas, J. M., & Flaherty, K. E. (2008). The effect of trust on customer contact personnel strategic behavior and sales performance in a service environment. *Journal of Business Research*. 61, pp.894-902
- Pappu, R., Quester, P.G., & Cooksey, R.W. (2006). Consumer-based brand equity and country-of-origin relationships: Some empirical evidence. *European Journal of Marketing*, 40(5/6), pp. 696-717. <https://doi.org/10.1108/>
- Parasuraman, A., Zeithaml, V.A., & Berry, L.L. (1988). SERVQUAL: A Multiple- Item Scale for Measuring Consumer Perceptions of Service Quality. *J. Retailing*, 64 (1), pp. 12– 40.
- Park, J., Lee, H., & Kim, C. (2014). Corporate social responsibilities , consumer trust and corporate reputation : South Korean consumers perspectives . *Journal of Business Research*, 67(3), pp. 295–302. <https://doi.org/10.1016/j.jbusres.2013.05.016>
- Parisi, F. (2004), “The Harmonization of Legal Warranties in European Law: An Economic Analysis,” *American Journal of Comparative Law*, 52 (Spring), 403–430.
- Parkvithee, N., & Miranda, M.J. (2012). The interaction effect of country-of-origin, brand equity and purchase involvement on consumer purchase intentions of clothing labels. *Asia Pacific Journal of Marketing*, 24(1), pp.7-22.

- Palmatier, R.W., Dant, R.P., Grewal, D., & Evans, K.R. (2006). Factors influencing the effectiveness of relationship marketing: A meta-analysis. *Journal of Marketing*, 70(4), pp. 136-153.
- Paton, E. (2013a). Creative directors stage boardroom coup. *Financial Times*, 8(8).
- Patterson, M., & O'Malley, L. (2006). Brands, consumers and relationships : A review. *Irish Marketing Review*, 18.1/2, pp. 10-20.
- Pedhazur, E. J. (1997). Multiple regression in behavioral research. Fort Worth, TX: Harcourt Brace
- Person, O., Schoormans, J.P.L., Snelders, D., & Karjalainen, T.M. (2008). Should new products look similar or different? The influence of the market environment on strategic product styling. *Design Studies*, 29(1), pp. 30–48.
- Peter, J.P., & Tarpey Sr, L.X. (1975). A Comparative Analysis of Three Consumer Decision Strategies. *Journal of consumer research*, 2(1), pp. 29-37.
- Petty, R.E., & Wegener, D.T. (1998). Attitude Change: Multiple Roles for Persuasion Variables, *The Handbook of Social Psychology*, 4th edition, pp. 323- 390, McGraw-Hill, New York, http://www.fca.pucminas.br/saogabriel/raop/pdf/attitude_change.pdf
- Peter, P.J., & Jerry, C.O. (2006). Consumer behavior: Perilaku konsumen dan strategi pemasaran. Translators: Damos Sihombing. Jakarta: Erlangga,

- Pharr J.M. (2005). Synthesizing Country-of-Origin Research from the Last Decade: Is the Concept Still Salient in an Era of Global Brands?. *Journal of Marketing Theory and Practice*, 13(4), pp. 34-45
- Pizam, A., & Thornburg, S.W. (2000). Absenteeism and voluntary turnover in Central Florida hotels: a pilot study . *International Journal of Hospitality Management*, 19(2), pp. 211-217.
- Podsakoff, P.M., MacKenzie, S.B., Lee, J.Y., & Podsakoff, N.P. (2003). Common method biases in behavioral research: A critical review of the literature and recommended remedies. *Journal of Applied Psychology*, 88(5), pp. 879-903. <http://dx.doi.org/10.1037/0021-9010.88.5.879>
- Portolese Dias, L. (2004). Generational buying behaviors (Unpublished Dissertation). Argosy University, Seattle, WA.
- Porter, M.E. (1974). Consumer Behavior, Retailer Power and Market Performance in Consumer Goods Industries. *The Review of Economics and Statistics*, 56(4), pp. 419-436.
- Popovic, P., Ivanovic, G., Mitrovic, R., & Subic, A. (2011). Design for reliability of a vehicle transmission system, 226, pp 194–209. <https://doi.org/10.1177/0954407011416175>
- Potoglou, D., & Kanaroglou, P.S. (2008). Modelling car ownership in urban areas: a case study of Hamilton, Canada. *Journal of Transport Geography*, 16, pp. 42–54.

- Propfe, B., Redelbach, M., Santini, D.J., & Friedrich, H. (2012). Cost analysis of Plug-in Hybrid Electric Vehicles including Maintenance & Repair Costs and Resale Values. In. Proceedings of the EVS26 International Battery, Hybrid and Fuel Cell Electric Vehicle Symposium, Los Angeles.
- Qasem, A., Baharun, R., & Yassin, A. (2016). The Role of Extrinsic Product Cues in Consumers Preferences and Purchase Intentions : Mediating and Moderating Effects, 5(1), 85–96. <https://doi.org/10.18421/TEM51-14>
- Qasem, A., & Baharun, R. (2011). Toward integrative model of consumers' perceived for brand quality and preferences: a theoretical perspective. *International Journal of Marketing and Management Research*, 2(7), pp.1-17.
- Randall, W.S., Pohlen, T. L., & Hanna, J.B. (2010). Evolving a theory of performance-based logistics using insights from service dominant logic. *J. Bus. Logist*, 31(2), pp. 35–61.
- Ranjbarian, B., Shekarchizade, Z., & Momeni, Z. (2010). Celebrity endorser influence on attitude toward advertisements and brands. *European Journal of Social Sciences*, 13(3), pp. 399-407.

- Rao, A.R., & Monroe, K.B. (1989). The Effect of Price, Brand Name, and Store Name on Buyers' Perceptions of Product Quality: An Integrative Review. *Journal of Marketing Research*, 26(3), pp. 351-357
- Ray, S., & Kanta Ray, P. (2011). Product innovation for the people's car in an emerging economy. *Technovation*, 31(5), pp. 216-227.
- Ratchford, B.T., Lee, M.S., & Talukdar, D. (2003). The impact of the Internet on information search for automobiles. *Journal of Marketing research*, 40(2), pp. 193-209.
- Reast, J.D. (2005). Brand trust and brand extension acceptance: the relationship", *Journal of Product & Brand Management*, 14(1), pp.4-13. <https://doi.org/10.1108/10>
- Reuber, A.R., & Fischer, E. (2011). When nobody knows your name: country-of-origin as a reputational signal for online businesses. *Corporate Reputation Review*, 14(1), pp. 37-51.
- Reid, R.D., & Sanders, N.R. (2007). Operation Management. USA: WILEY.
- Rezvani, S., Dehkordi, G.J., Rahman, M.S., Fouladivinda, F., Habibi, M., & Eghtebasi, S. (2012). A Conceptual Study on the Country of Origin Effect on Consumer Purchase Intention. *Asian Social Science*, 8(12), pp. 205-215.
- Richardson, P.S., Dick, A.S., & Jain, A.K. (1994). Extrinsic and intrinsic cue effects on perceptions of store brand quality. *Journal of Marketing*, 58 (4), pp. 28.

- Rigopoulou, I.D., Chaniotakis, I.E., Lymperopoulos, C., & Siomkos, G.I. (2008). After-sales service quality as an antecedent of customer satisfaction: The case of electronic appliances. *Managing Service Quality*, 18(5), pp.512-527.
- Rijnsoever, F.J.V, Castaldi, C., & Dijst, M. J. (2012). Journal of Retailing and Consumer Services In what sequence are information sources consulted by involved consumers? The case of automobile pre-purchase search. *Journal of Retailing and Consumer Services*, 19(3), pp. 343–352. <https://doi.org/10.1016/j.jretconser.2012.03.008>
- Roberts, K., Varki, S., & Brodie, R. (2003). Measuring the quality of relationships in consumer services: An empirical study. *European Journal of Marketing*, 37(1/2), pp.169–196.
- Rondán Cataluña F.J. (2004). Precio versus lealtad hacia la marca en la elección de compra. *Europeas de Dirección y Economía de Dirección y Economía de la Empresa*, 10(1), pp. 1135-2523.
- Rosa, I. M., & Rodan, F. J. (2011). Antecedents of the importance of price in purchase decision.
- Roth, S.A. (2007). Understanding Pricing Objectives and Strategies. The Pennsylvania State University.
- Roy, R. & Chau, R., (2011). ‘Consumer-based brand equity and status-seeking motivation for a global versus local brand’. *Asia Pacific Journal of Marketing and Logistics*, 23(3), pp. 270-284.

- Roth, K.P., & Diamantopoulos, A. (2009). Advancing the country image construct. *Journal of Business Research*, 62(7), pp. 726-740.
- Salas-fumás, V., & Sáenz-royo, C. (2014). Long- and short-term efficiency in an automobile factory: An Econometric Case Study. *Intern. Journal of Production Economics*. <https://doi.org/10.1016/j.ijpe.2014.05.018>
- Samiee, S. (2011), “Resolving the impasse regarding research on the origins of products and brands”. *International Marketing Review*, 28(5), pp. 473-485.
- Schlosser, A.E., White, T.B., & Lloyd, S.M. (2006). Converting Web Site Visitors into Buyers: How Web Site Investment Increases Consumer Trusting Beliefs and Online Purchase Intentions. *Journal of Marketing*, 70(2), pp. 133-148. <https://doi.org/10.1509/jmkg.70.2.133>
- Shaw, D., Shiu, E., Hassan, L., Bekin, C., & Hogg, G. (2007). Intending To Be Ethical: An Examination of Consumer Choice in Sweatshop Avoidance. *Advances in Consumer Research*, 34, pp. 31-38.
- Shaw, D., & Shui, E. (2002). An assessment of ethical obligation and self-identity in ethical consumer decision-making: a structural equation modelling approach. *International Journal of Consumer Studies*, 26(4), pp.286-293.

- Sheppard, B.H., Hartwick, J., & Warshaw, P.R. (1988). The Theory of Reasoned Action: A Meta-Analysis of Past Research with Recommendations for Modifications and Future Research *Journal of Consumer Research*, 15(3), pp. 325–343. <https://doi.org/10.1086/209170>
- Sekaran, U. (2003). Research Methods for Business: A Skill e Building Approach, fourth ed. John Willey & Son, Inc, New York.
- Selnes, F. (1998). Antecedents and consequences of trust and satisfaction in buyer-seller relationships. *European Journal of Marketing*, 32(3/4), pp. 305-322. <https://doi.org/10.1108/03>
- Seng, L.C. (2015). Product and Price Influence on Cars Purchase Intention in Malaysia, 7969(108), pp. 108–119.
- Srinivasan, N., Jain, S. C., & Sikand, K. (2004). An experimental study of two dimensions of country-of-origin (manufacturing country and branding country) using intrinsic and extrinsic cues. *International Business Review*, 13(1), pp 65-82.
- Saccani, N., Johansson, P., & Perona M. (2007). Configuring the after-sales service supply chain: A multiple case study. *International Journal of Production Economics*, 110 (1-2), pp. 52-69.

- Sanayei, A., Shahin, A., & Taherfar, A. (2013). Analyzing the Effects of Brand Innovativeness on Attitude towards the Brand Considering the Moderating Role of Consumer Innovativeness with a Case Study in Students of University of Isfahan, 3(3), 290–297. <https://doi.org/10.6007/IJARAFMS/v3-i3/187>
- Samatlı-Paç, G., & Taner, M.R. (2009). The role of repair strategy in warranty cost minimization: An investigation via quasi-renewal processes. *European Journal of Operational Research*, 197(2), pp. 632-641.
- Shamim, A., & Mohsin Butt, M. (2013). A critical model of brand experience consequences. *Asia Pacific Journal of Marketing and Logistics*, 25(1), pp.102-117.
- Shang, S.S.C., Wu, Y., & Sie, Y. (2017). Computers in Human Behavior Generating consumer resonance for purchase intention on social network sites. *Computers in Human Behavior*, 69, pp. 18–28. <https://doi.org/10.1016/j.chb.2016.12.014>
- Seitz, M.A. (2007). A critical assessment of motives for product recovery: the case of engine remanufacturing. *Journal of Cleaner Production*, 15(11-12), pp. 1147-1157.
- Simbolon, S. (2015). Application of theory of reasoned action in predicting the consumer behavior to buy the Toyota Avanza Veloz at Pt Putera Auto Perkasa Medan. *Contribution / Originality*, 5(7), pp.357–372. <https://doi.org/10.18488/journal.2/2015.5.7/2.7.357.372>

- Siringoringo, H., Margianti, E. S., Kowanda, A., & Saptariani, T. (2013). Shopping Behavior of Indonesian Consumer Towards Imported Products. *Procedia-Social and Behavioral Sciences*, 81, pp.411-415.
- Song, D., & Morton, C. R. (2016). The Influence of Regulatory Focus, Psychology & Marketing, Vol. 33(11): 917–933. <https://doi.org/10.1002/mar>
- Stylidis, K., Wickman, C., & Söderberg, R. (2015). Defining perceived quality in the automotive industry: an engineering. *Procedia CIRP*, 36, pp. 165–170. <https://doi.org/10.1016/j.procir.2015.01.076>
- Su, C., & Wang, X. (2015). Author ' s Accepted Manuscript warranty. *Reliability Engineering and System Safety*. <https://doi.org/10.1016/j.ress.2016.07.004>
- Suh, J.C., & Yi, Y.J. (2006). When brand attitudes affect the customer satisfaction-loyalty relation: the moderating role of product involvement. *Journal of Consumer Psychology*, 16 (2), pp. 145-55.
- Sultana, M., & Ibrahim, K.A. (2014). Challenges and Opportunities for Malaysian Automotive Industry. *American International Journal of Contemporary Research*, 4(9), pp. 175-182.
- Szbillo, G.J., & Jacoby, J., (1974). Intrinsic versus extrinsic cues as determinants of perceived product quality. *Journal of Applied Psychology*, 59 (1), pp. 74–78.

- Taylor, S. A. (1996). Consumer satisfaction with marketing education: Extending services theory to academic practice. *Journal of Consumer Satisfaction Dissatisfaction and Complaining Behavior*, 9, pp. 207-220.
- Teas, R.K., & Agarwal S. (2000). The effects of extrinsic product cues on consumers' perceptions of quality, sacrifice, and value. *Journal of the Academy of Marketing Science*, 28, pp. 278–290.
- Teng, L., Laroche, M., & Zhu, H. (2007). The effects of multiple ads and multiple brands on consumer attitude and purchase behavior. *Journal of Consumer Marketing*, 24(1), pp.27-35, <https://doi.org/10.1108/07363760710720966>.
- Thurstonekamp, J.B.E. (1990). Conceptual model of the quality perception process. *Journal of Thurstone, L.L. (193). 1 The measurement of social attitudes. The Journal of Abnormal and Social Psychology*, 26(3), pp. 249-269.
- Business Research*, 21 (4), pp. 309–333.
- Trading Economics (2017). Department of Statistics Malaysia. <http://www.consumerreports.org/car-reliability/car-reliability-survey-2016/> (retrieved dated January 24, 2017)
- Tsao, W.C., & Tseng, Y.L. (2011). The impact of electronic-service quality on online shopping behaviour. *Total Quality Management & Business Excellence*, 22(9), pp.1007–1024.

- Tsiotsou, R. (2005). Perceived Quality Levels and their Relation to Involvement, Satisfaction, and Purchase Intentions. *Marketing Bulletin*, 16(4), pp. 1-10.
- Turrentine, T.S., & Kurani, K.S., (2007). Car Buyers and Fuel Economy?. *Energy Policy*, 35(2), pp. 1213-1223.
- Usunier, J.C. (2011). The shift from manufacturing to brand origin: suggestions for improving COO relevance. *International Marketing Review*, 28(5), pp. 486-496.
- Van Rijnsoever, F., Farla, J., & Dijst, M. J. (2009). Consumer car preferences and information search channels. *Transportation Research Part D: Transport and Environment*, 14(5), pp. 334–342.
- Veale, R., & Quester, P. (2009). Tasting quality: the roles of intrinsic and extrinsic cues. *Asia Pacific Journal of Marketing and Logistics*, 21 (1), pp.195–207.
- Veale, R., Quester, P., & Karunaratna, A. (2006). The role of intrinsic (sensory) cues and the extrinsic cues of country of origin and price on food product evaluation .3 rd International Wine Business & Marketing Research Conference, Montpellier
- Veale, R. (2006). The role of intrinsic (sensory) cues and the extrinsic cues of country of origin and price on food product evaluation, (July), pp. 6–7.
- Verlegh. P.W.J., Steenkamp, J.B.E.M., & Meulenberg, M.T.G. (2005). Country-of-origin effects in consumer processing of advertising claims. *International Journal of Research in Marketing*, 22(2), pp. 127-139.

- Vermeir, I., & Verbeke, W. (2007). Sustainable food consumption among young adults in Belgium: Theory of Planned Behaviour and the role of confidence and values. *Ecological Economics*, 64, pp. 542-553.
- Vicari S. (1991), L'impresa vivente, Etas Libri, Milano.
- Vicari, S., Bertoli, G., & Busacca, B. (1999). "La valutazione dei beni immateriali nella prospettiva della fiducia", working paper n.52, Osservatorio di Marketing – SDA Bocconi, Milano
- Vomberg, A., Homburg, C., & Bornemann, T. (2015). Talented people and strong brands: The contribution of human capital and brand equity to firm value. *Strategic Management*, 36(13), pp. 2122-2131.
- Wad, P., & Govindaraju, V.G.R.C. (2011). Automotive industry in Malaysia: an assessment of its development. *International Journal of Automotive Technology and Management*, 11(2). DOI: 10.1504/IJATM.2011.039542
- Wad, P. (2009). "Automotive industry in Malaysia: evolution and impact of global crisis" *Background paper to the ILO Asian regional workshop on the automobile industry*
- Wagner, B.A., & Young, J.A. (2009). Seabass and seabream farmed in the Mediterranean: swimming against the tide of market orientation. *Supply Chain Management: An International Journal*, 14 (6), pp. 435–446.

- Wagner, S. M., & Lindemann, E. (2008). A case study-based analysis of spare parts management in the engineering industry. *Production Planning & Control*, 19(4), pp. 397- 407.
- Walker, M., & Heere, B. (2010). Consumer Attitudes toward Responsible Entities in Sport (CARES): Scale development and model testing. *Sport Management Review*, 14 (2011), pp. 153–166.
- Walz, A.M., & Celuch, K.G. (2010). The effect of retailer communication on customer advocacy: the moderating role of trust. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior; Provo*, 2 (3), pp. 95-110.
- Wansink, B., & Park, S.B. (2000). Methods and Measures That Profile Heavy Users. *Journal of Advertising Research*, 40(4), pp. 61-72.
- Wang, Y.G., & Lo, H.P. (2002). Service quality, customer satisfaction and behavior intentions: Evidence from China's telecommunication industry. *Inf.* 4(6), pp. 50-60.
- Wang, X., & Yang, Z. (2008). Does country of origin matter in the relationship between brand personality and purchase intention in emerging economies? Evidence from China's auto industry. *International Marketing Review*, 25(4), pp. 458-474.
- Warshaw, P.R., & Davis' F.D. (1985). Disentangling behavioral intention and behavioral expectation. *Journal of experimental social psychology*, 21(3), pp. 213-228.
- Weissenberger-Eibl, M., & Koch, D. J. (2007). Importance of industrial services and service innovations. *Journal of Management & Organization*, 13(2), pp. 88-101.

- White, L., & Johnson, L.W. (1998). A conceptual model of relative influence in decision making in a professional service context. *Journal of Professional Services Marketing*, 16(2), pp. 75–93.
- Wilkie, W.L. (1986). Affirmative Disclosure at the FTC: Strategic Dimensions. *Journal of Public Policy & Marketing*, 5, pp. 123-145.
- Womack, J.P., Jones, D.T. & Roos, D. (1990). *The Machine that Changed the World*, Maxwell, Macmillan, Oxford.
- Wong, W. M., & Mo, H. F. (2013). Automobile Purchase Intention of Consumers in a Multiracial Society : A Hierarchical Regression Analysis Model, 14(1), pp.110–120.
- Wong, Y.H., Chan, R.Y.K., Ngai, E.W.T., & Oswald, (2009). Is customer loyalty vulnerability- based? An empirical study of a Chinese capital-intensive manufacturing industry. *Industrial marketing management*, 38, pp. 83 – 93.
- Wong, W. M., & Mo, H. F. (2013). Automobile Purchase Intention of Consumers in a Multiracial Society : A Hierarchical Regression Analysis Model, 14(1), pp.110–119.
- Yamin, M., & Altunisik, R. (2003). A comparison of satisfaction outcomes associated with adapted and non-adapted products: Domestic versus imported washing machines in Turkey. *International Marketing Review*, 20(6), pp. 604-620. <https://doi.org/10.1110>

- Yang, Q., Pang, C., Liu, L., Yen, D. C., & Tarn, J. M. (2015). Exploring consumer perceived risk and trust for online payments: An empirical study in China's younger generation. *Computers in Human Behavior*, 50, pp. 9-24.
- Yasin, N.M., Nasser Noor, M., & Mohamad, O. (2007). Does image of country-of-origin matter to brand equity?. *Journal of Product & brand management*, 16(1), pp. 38-48.
- Yee, C. J., San, N. C., Barat, B., Perak, D. R., Sultan, J., & Shah, A. (2011). Consumers' Perceived Quality, Perceived Value and Perceived Risk Towards Purchase Decision on Automobile. *American Journal of Economics and Business Administration*, 3(1), pp. 47-57.
- Yeh, R.H., & Lo, H.C. (2001). Optimal preventive-maintenance warranty policy for repairable products. *European Journal of Operational Research*, 134(1), pp. 56-69.
- Yeoh, H.C. (2010). The relationship between customer satisfaction, brand image and customer loyalty from the perspective of proton's customers (Doctoral dissertation, Universiti Teknologi Malaysia, Faculty of Management and Human Resources Development).
- Yeon Kim, H., & Chung, J. (2011). Consumer purchase intention for organic personal care products. *Journal of Consumer Marketing*, 28(1), pp. 40-47.
<https://doi.org/10.1108/07363761111101930>

- Yergaliyev, K., Amrenov, A., Kadyrova, B., Esirkepova, K., & Orazhanova, M. (2016). Newspaper headlines as a marker of a language picture of the world. *Indian Journal of Science and Technology*, 9(26), pp.1–9.
- Yi, W. (2011). Application of Automobile Power Window Controller for Peripheral Interface Controller. The Tenth International Conference on Electronic Measurement & Instruments. 978-1-4244-8161-3/11
- Yoo, C., & MacInnis, D. (2005). The brand attitude formation process of emotional and informational ads. *Journal of Business Research*, 58(10), pp. 1397-1406.
- Yunus, N.S.N.M., & Rashid, W.E.W. (2016). The Influence of Country-of-origin on Consumer Purchase Intention: The Mobile Phones Brand from China. *Procedia Economics and Finance*, 37, pp. 343-349.
- Von Ahn, L., Maurer, B., McMillen, C., Abraham, D., & Blum, M. (2008). recaptcha: Human-based character recognition via web security measures. *Science*, 321(5895), pp.1465-1468.
- Zeithaml, V.A. (1988). Consumer perceptions of price, quality, and value: a means- end model and synthesis of evidence. *Journal of Marketing*, 52(3), pp. 2–22.
- Zeithaml, V.A., Bitner, M.J., & Gremler, D.D. (2006). Services Marketing: Integrating Customer Focus across the Firm. 4th Edition. Boston: McGraw-Hill.

- Zeugner-roth, K. P., & Vesna, Ž. (2015). Bridging the gap between country and destination image : Assessing common facets and their predictive validity. *Journal of Business Research*. <https://doi.org/10.1016/j.jbusres.2015.01.012>
- Zhang, L., Xu, Y., Oosterveer, P., & Mol, A. P. J. (2015). Consumer trust in different food provisioning schemes : evidence from. *Journal of Cleaner Production*. <https://doi.org/10.1016/j.jclepro.2015.09.078>
- Ziemke, J. R., Chandra, S., Duncan, B. N., Schoeberl, M. R., Torres, O., Damon, M. R., & Bhartia, P. K. (2009). Recent biomass burning in the tropics and related changes in tropospheric ozone. *Geophysical Research Letters*, 36(15).
- Zikmund, W.G., Babin, B.J., Carr, J.C., & Griffin, M. (2010). Business research methods, 9th edn, Canada: South-Western Cengage Learning.
- Zineldin, M. (2002) “Developing and managing a romantic business relationship: life cycle and strategies”. *Managerial Auditing Journal*, 17 (9), pp. 546-558.
- Zu. X., Robbins., L.T. & Fredendall, D.L (2010). Mapping the critical links between organizational culture and TQM/ six sigma practices. *International Journal of Production Economics*. 123(1), pp. 86-106.

**SCHOOL OF BUSINESS MANAGEMENT
UNIVERSITI UTARA MALAYSIA**



**THE INFLUENCE OF PRODUCT CUES ON MALAYSIAN
CONSUMERS INTENTION TO PURCHASE CHINESE
AUTOMOBILES**

For further information, please contact:
rhasnan@gmail.com



School of Business Management
Universiti Utara Malaysia
06010 Sintok, Kedah Darul Aman Malaysia
Tel : (604) 928 4000, Fax : (604) 928 3053

Dear Participant,

My name is **RUSLI HASNAN** and a Doctor of Business Administration (DBA) candidate from University Utara Malaysia, Malaysia. My DBA specialization is marketing. The topic of the research is **“THE INFLUENCE OF PRODUCT CUES ON MALAYSIAN CONSUMERS INTENTION TO PURCHASE CHINESE AUTOMOBILES”**.

For the accomplishment of my DBA research, your valuable opinion is necessary and you are the most suitable candidate for this survey. Therefore I am inviting you to complete the attached questionnaire.

The attached questionnaire has been designed according to your convenience. In all questions, you have multiple options and you have to choose appropriate one. For your comfort the questionnaire is divided into ten sections including demographic profile. The questionnaire comprises of 69 questions.

Due to the multiple options it will take approximately 20 minutes for the completion. If you find that my work and / or findings can assist you in your academic work I can provide a copy of my complete results on your request. You can send me request to: rhasnan@gmail.com.

I need your voluntary participation. Your honest opinion is most decisive one. If you are interested to participate in this survey kindly complete the attached questionnaire and send me back as soon as possible at my postal address.

Regards

RUSLI HASNAN

Doctor of Business Administration (DBA) candidate
University Utara Malaysia
Sintok, Kedah
Malaysia

Instruction:

Thank you for taking the time to answer the questions in this survey. I am studying the purchase intention of China's made automobile among post-graduate students in Klang valley, Malaysia.

Please circle the number that best describes your thoughts or feelings. There is no right or wrong answers. Please do not write your name on the questionnaire.

Your answer will be used only for statistical purposes and will remain strictly confidential.

Please read the instructions and questions carefully.

SECTION A

Listed below are a series of statements that represent your opinions towards China's made automobile. Please indicate the degree of your agreement or disagreement with each statement by circling **ONE** of the five alternatives after each statements.

1	2	3	4	5
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree

Statements

In term of Reliability, China's made automobile is:

1	reliable	1	2	3	4	5
2	very comfortable	1	2	3	4	5
3	handle well	1	2	3	4	5
4	safe	1	2	3	4	5

In term of Design, China's made automobile is:

5	current design	1	2	3	4	5
6	interior design attractive	1	2	3	4	5
7	exterior design attractive	1	2	3	4	5
8	wide range of models	1	2	3	4	5

In term of Quality, China's made automobile is:

9	high quality	1	2	3	4	5
10	high technology	1	2	3	4	5
11	good value for money	1	2	3	4	5
12	little maintenance	1	2	3	4	5

SECTION B

Listed below are a series of statements that represent your opinions about China, the country of origin of China's made automobile. Please indicate the degree of your agreement or disagreement with each statement by circling **ONE** of the five alternatives after each statements.

1	2	3	4	5
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree

Statements

China as a country:

13	is prestigious	1	2	3	4	5
14	is innovative in manufacturing	1	2	3	4	5
15	is good in designing	1	2	3	4	5
16	has high quality in its workmanship	1	2	3	4	5
17	is creative in its workmanship	1	2	3	4	5
18	has a high level of technological advance	1	2	3	4	5

SECTION C

Listed below are a series of statements about the warranty of China's made automobile. Please indicate the degree of your agreement or disagreement with each statement by circling **ONE** of the five alternatives after each statements.

1	2	3	4	5
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree

Statements

Warranty of China's made automobile:

- | | | | | | | |
|----|--|---|---|---|---|---|
| 19 | the warranty covers all kinds of malfunctions. | 1 | 2 | 3 | 4 | 5 |
| 20 | is repaired without any charges during warranty period. | 1 | 2 | 3 | 4 | 5 |
| 21 | China's made automobile has a warranty card that provides all information on repair services. | 1 | 2 | 3 | 4 | 5 |
| 22 | China's made automobile has a reasonable average warranty period. | 1 | 2 | 3 | 4 | 5 |
| 23 | if China's made automobile were to break down during the period of the warranty, the seller will be capable of repairing the automobile. | 1 | 2 | 3 | 4 | 5 |
| 24 | i am more likely to purchase China's made automobile that have a warranty. | 1 | 2 | 3 | 4 | 5 |

SECTION D

Listed below are a series of statements regarding the price of China's made automobile. Please indicate the degree of your agreement or disagreement with each statement by circling **ONE** of the five alternatives after each statements.

1	2	3	4	5
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree

Statements

The price of China's made automobile:

- | | | | | | | |
|----|---------------------------------------|---|---|---|---|---|
| 25 | Is reasonably price. | 1 | 2 | 3 | 4 | 5 |
| 26 | price as an indicator of the quality. | 1 | 2 | 3 | 4 | 5 |
| 27 | is an economical automobile. | 1 | 2 | 3 | 4 | 5 |
| 28 | i consider a good buy. | 1 | 2 | 3 | 4 | 5 |
| 29 | the price is acceptable. | 1 | 2 | 3 | 4 | 5 |
| 30 | appears to be a bargain. | 1 | 2 | 3 | 4 | 5 |
| 31 | is a value buy. | 1 | 2 | 3 | 4 | 5 |

SECTION E

Listed below are a series of statements pertaining to perceived risks of purchasing of China's made automobile. Please indicate the degree of your agreement or disagreement with each statement by circling **ONE** of the five alternatives after each statements.

1	2	3	4	5
Highly improbable	Improbable	Neither probable nor improbable	Probable	Highly probable

Statements

Perceived risks of purchasing of China's made automobile:

- 32 What is the probability that a purchase of China's made automobile will lead to **FINANCIAL LOSS** for you because it would function poorly or would not meet your expectations based on the amount of money required to pay for it? 1 2 3 4 5
- 33 What is the probability that a purchase of China's made automobile will lead to a **PERFORMANCE LOSS** for you because it would function poorly or would not meet your needs, desires or expectations very well? 1 2 3 4 5
- 34 What is the probability that a purchase of China's made automobile will lead to a **PHYSICAL LOSS** for you because it would not be very safe, would become unsafe or would be dangerous or harmful? 1 2 3 4 5
- 35 What is the probability that a purchase of China's made automobile will lead to a **PSYCHOLOGICAL LOSS** for you because it would not fit well with your self image or self concept? 1 2 3 4 5
- 36 What is the probability that a purchase of China's made automobile will lead to a **SOCIAL LOSS** for you because others would think less highly of you? 1 2 3 4 5

SECTION F

Listed below are a series of statements regarding the country image of China. Please indicate the degree of your agreement or disagreement with each statement by circling **ONE** of the five alternatives after each statements)

1	2	3	4	5
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree

Statements

Country image of China:

- 37 people are well educated 1 2 3 4 5
- 38 technical skills of the work force are high 1 2 3 4 5
- 39 products are unreasonably expensive 1 2 3 4 5
- 40 country produces highly technical products 1 2 3 4 5
- 41 products are made with meticulous workmanship 1 2 3 4 5
- 42 products are imitations, not innovations 1 2 3 4 5
- 43 products are distributed world wide 1 2 3 4 5
- 44 products need frequent repairs 1 2 3 4 5
- 45 advertising of products is informative 1 2 3 4 5
- 46 friendly toward other countries in international affairs 1 2 3 4 5

SECTION G

Listed below are a series of statements regarding your attitude toward the China's made automobile. Please indicate the degree of your agreement or disagreement with each statement by circling **ONE** of the five alternatives after each statement.

1	2	3	4	5
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree

Statements

Attitude toward the China's made automobile:

- | | | | | | | |
|----|---|---|---|---|---|---|
| 47 | Considering value for money, I prefer China's made automobile compared to other brands. | 1 | 2 | 3 | 4 | 5 |
| 48 | For automobile categories, the best buy is usually the China's made automobile. | 1 | 2 | 3 | 4 | 5 |
| 49 | I love it when China's made automobile are available for the automobile categories if I have the intention to purchase. | 1 | 2 | 3 | 4 | 5 |
| 50 | In general, China's made automobile are poor quality automobile. | 1 | 2 | 3 | 4 | 5 |
| 51 | If I buy a China's made automobile, I always feel that I am getting a good deal. | 1 | 2 | 3 | 4 | 5 |
| 52 | Buying China's made automobile make me feel good. | 1 | 2 | 3 | 4 | 5 |

SECTION H

Listed are a series of statements pertaining to trust of China's made automobile. Please indicate the degree of your agreement or disagreement with each statement by circling **ONE** of the five alternatives after each statements

1	2	3	4	5
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree

Statements

Trust of China's made automobile:

- | | | | | | | |
|----|--|---|---|---|---|---|
| 53 | Made in China automobile is trustworthy. | 1 | 2 | 3 | 4 | 5 |
| 54 | Made in China automobile is known as one who keeps promises and commitments. | 1 | 2 | 3 | 4 | 5 |
| 55 | I trust Made in China automobile keeps my best interests in mind. | 1 | 2 | 3 | 4 | 5 |
| 56 | Made in China automobile has more to gain by delivering on their promises. | 1 | 2 | 3 | 4 | 5 |
| 57 | Made in China automobile meets my expectations. | 1 | 2 | 3 | 4 | 5 |

SECTION I

Listed are a series of statements pertaining to purchase intention of China's made automobile. Please indicate the degree of your agreement or disagreement with each statement by circling **ONE** of the five alternatives after each statements

1	2	3	4	5
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree

Statements

Purchase intention of China's made automobile:

- 58 I would buy automobile made in China automobile rather than any other automobiles available. 1 2 3 4 5
- 59 I am willing to recommend others to buy made in China automobiles. 1 2 3 4 5
- 60 I am willing to purchase made in China automobiles in the future. 1 2 3 4 5

The following question uses the following scale. Please indicate the degree of your agreement or disagreement with each statement by circling **ONE** of the five alternatives after each statement

1	2	3	4	5
Highly improbable	Improbable	Neither probable nor improbable	Probable	Highly probable

Statements

- 61 If I were to buy an automobile, the probability of buying China's made automobile is 1 2 3 4 5

The next question uses the following scale. Please indicate the degree of your agreement or disagreement with each statement by circling **ONE** of the five alternatives after each statement

1	2	3	4	5
Highly unlikely	Unlikely	Neither likely nor unlikely	Likely	Highly likely

Statements

- 62 The likelihood that I would purchase a China's made automobile is 1 2 3 4 5

The next question uses the following scale. Please indicate the degree of your agreement or disagreement with each statement by circling **ONE** of the five alternatives after each statement)

1	2	3	4	5
Very little knowledge	Unknowledgeable	Neither knowledgeable nor unknowledgeable	knowledgeable	Very knowledgeable

Statements

- 63 In term of automobiles, i consider myself to be..... 1 2 3 4 5

SECTION J

Please give your personal data by ticking 'X' in the appropriate box:

Official use

64 Your age?

< 25

26 - 35

36 - 45

46 - 55

> 56

1

2

3

4

5

65 Your gender?

Male

Female

1

2

66 Your ethnic group?

Malay

Chinese

Indian

Others (please specify)

--

1

2

3

4

67 Your marital status?

Single

Married

Divorced or separated

1

2

3

68 Your work?

Public sector

Private sector

Business

Unemployed

1

2

3

4

69 Your monthly income?

≤ RM 1000

RM 1001 - RM 2000

RM 2001 - RM 3000

RM 3001 - RM 4000

≥ RM 4001

1

2

3

4

5

Other comments you would like to highlight concerning this research.

THANK YOU FOR COMPLETING THIS QUESTIONNAIRE