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**PROPENSITY TO PURCHASE ORGANIC FOOD:
ITS ANTECEDENTS AND CONSEQUENCES ON
ACTUAL PURCHASE BEHAVIOR**

By

KHAIRUL NIZAM MAHMUD



**Thesis submitted to
Othman Yeop Abdullah Graduate School of Business,
Universiti Utara Malaysia,
in Partial Fulfillment of the Requirement for the Doctor of
Business Administration**



**OTHMAN YEOP ABDULLAH GRADUATE SCHOOL OF BUSINESS
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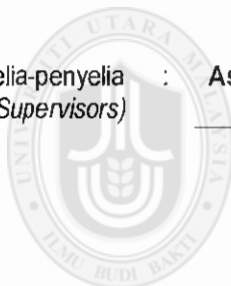
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ABSTRACT

The organic food industry is currently one of the emerging markets worldwide. People are beginning to understand the benefits of eating organic food instead of conventional food. Despite protecting the environment, people are concerned with healthy eating. This study focuses on the antecedents and consequences of actual behaviour towards the propensity to purchase organic food in Malaysia's organic food industry. The study conceptualizes consumption value and perceived value as a multi-dimensional construct which consists of seven dimensions of values, i.e. functional value, social value, emotional value, novelty value, conditional value, monetary value, and environmental concern. Using the quantitative method, the study investigates the relationships between factors by applying the Structural Equation Modelling with Partial Least Square (SEM-PLS) version 2.0 and involves 169 respondents from Kuala Lumpur. Of the 169 respondents, 37 are male and 132 are female, with 113 Malays, 31 Chinese, 24 Indians, and 1 Other. Out of 8 hypotheses tested, only 3 are supported by the results of the study. The analyses reveal positive relationships between functional value and social value and the propensity to purchase organic food, respectively. The results also show a positive relationship between propensity to purchase and actual purchase behaviour. In this study, although the purchase of organic food in Malaysia is growing, that is 58%, the supply of local organic products is still unable to keep up with the increased demand. Therefore, the findings of this study would help practitioners, researchers and marketers, as well as organic food producers to understand which factors are important and can be applied for their future research and strategies.

Keywords: Theory of Consumption Values, Perceived Value, Organic Food, Propensity to Purchase

ABSTRAK

Industri makanan organik kini merupakan salah satu pasaran yang baru muncul di seluruh dunia. Orang ramai mula memahami faedah memakan makanan organik berbanding makanan konvensional. Di samping melindungi alam sekitar, manusia mementingkan pemakanan yang sihat. Kajian ini memberi tumpuan kepada anteseden dan akibat daripada tingkah laku sebenar terhadap kecenderungan membeli makanan organik dalam industri makanan organik di Malaysia. Kajian ini berkonsepkan nilai penggunaan dan nilai tertanggap sebagai satu konstruk multi-dimensi yang terdiri daripada tujuh dimensi nilai, iaitu nilai fungsi, nilai sosial, nilai emosi, nilai kebaharuan, nilai bersyarat, nilai wang dan keprihatinan terhadap alam sekitar. Dengan menggunakan kaedah kuantitatif, kajian ini menyiasat hubungan antara faktor-faktor dengan menggunakan Pemodelan Persamaan Berstruktur Kuasa Dua Terkecil Separa (SEM-PLS) versi 2.0, dan melibatkan 169 responden dari Kuala Lumpur. Daripada 169 responden, 37 adalah lelaki dan 132 adalah perempuan, dengan pecahan 113 Melayu, 31 Cina, 24 India dan 1 lain-lain. Dari 8 hipotesis yang diuji, hanya 3 yang disokong oleh keputusan kajian ini. Analisis menunjukkan hubungan positif, masing-masing antara nilai fungsi dan nilai sosial dan kecenderungan untuk membeli makanan organik. Di samping itu, dapatan kajian juga menunjukkan hubungan positif antara kecenderungan untuk membeli dan tingkah laku pembelian yang sebenar. Dalam kajian ini, walaupun pembelian makanan organik di Malaysia sedang berkembang, iaitu 58%, bekalan produk organik tempatan masih tidak dapat memenuhi permintaan yang sedang meningkat. Oleh itu, penemuan kajian ini dapat membantu pengamal, penyelidik dan pemasar, serta pengeluar makanan organik untuk memahami faktor-faktor yang penting dan dapat diterapkan pada kajian dan strategi masa hadapan mereka.

Keywords: Teori Nilai Penggunaan, Nilai Tertanggap, Makanan Organik, Kecenderungan untuk Membeli

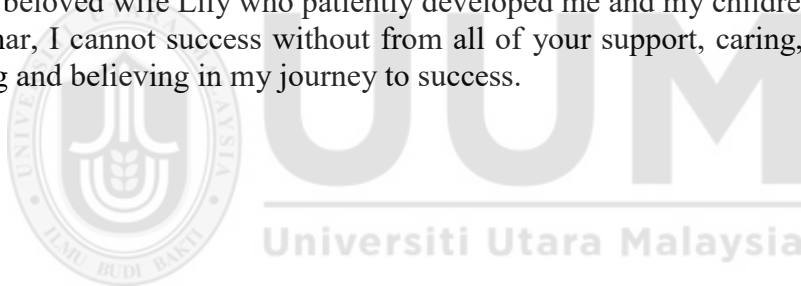
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LIST OF ABBREVIATIONS

| | |
|------|--|
| i.e. | id est. meaning for “that is” |
| KMO | Kaiser Meyer Olkin |
| MSA | Measure of Simple Adequacy |
| SPSS | Statistical Package for Social Science |
| TCV | Theory of Consumption Values |
| TIV | Total in Volume |
| TPB | Theory of Planned Behaviour |
| TRA | Theory Reason Action |
| VIF | Variance Inflation Factors |
| NGOs | Non-Governmental Organizations |



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CHAPTER 1

INTRODUCTION

1.0 Overview of the Chapter

The objective for this study was to examine the factors that can influence Malaysian consumers when purchasing organic food. This dissertation commences with a brief discussion of the background of the study. Next, the statement of problem, research questions as well as the objectives, the scope and the significance of study are provided, followed by the organization of this thesis.

1.1 Background of Study

Food health or security are issues of concern as consumer are increasingly conscious of the agricultural effect of their consumption habits. The increasing issue regarding new generations, increased education, health literacy as well as environmental sustainability all attributed to green movement's popularity (Kashif et al., 2020). The advent towards organic consumer behaviour has changed the value of different determining factors including consumers attitudes against the purchasing a product. Hence producers, marketers, as well as policymakers of organic food, need to learn about the history of the purchasing behaviour regarding organic food for the formulation of viable marketing strategy.

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APPENDIX A
QUESTIONNAIRE



Survey Questionnaires

Dear Sir/Madam,

DETERMINANTS OF MALAYSIAN CONSUMERS' PROPENSITY TO PURCHASE ORGANIC FOOD

I refer to the above.

I am conducting a study on above topic. This study is undertaken to fulfil the partial requirement of the academic program leading to a Doctor of Business Administration (DBA) at Universiti Utara Malaysia (UUM). By taking about twenty minutes of your valuable time, you are providing information that is pertinent to this research.

The general purpose of this study is to understand consumers' propensity to purchase organic food in Malaysia. Strict confidentiality is assured. The identity related to the code reflected on the instrument is known only to the researcher and will not be communicated in any form time.

Thank you very much for your time and cooperation. I greatly appreciate your contributions.

Yours sincerely
Khairul Nizam Mahmud
99234
Universiti Utara Malaysia
011-3229 2847

Organic food definition:

Organic food is fresh or processed food produced by organic farming methods. Organic food is grown without the use of synthetic chemicals, such as human-made pesticides and fertilizers, and does not contain genetically modified organisms (GMOs). Organic food include fresh produce, meats, and dairy products as well as processed food such as crackers, drinks, and frozen meals.

Part 1: Demographic Profile

Please answer/tick (√) only the box applicable.

1. Gender: Male
 Female
2. Race: Malay
 Chinese
 Indian
 Others
3. Age: 21 - 25 years old
 26 - 35 years old
 36 - 45 years old
 46 years old and above
4. Marital Status: Single
 Married
 Divorced / Widowed
5. Education Level: Secondary
 Diploma
 Bachelor's degree
 Master's degree
 Doctoral / PhD degree
6. Occupation Position: Private Sector
 Government Sector
 Self-Employed
 Retired / Pensioner

Other _____

7. Monthly Household Income:
- Less than RM 3,000
 - RM 3,001 to RM 5,000
 - RM 5,001 to RM 10,000
 - Above RM 10,000

8. Which Brand do you prefer for organic food?

- Local Brand** (Please answer question 9)
- Imported Brand** (Please answer question 10)

9. Why do you choose **Local Brand**?

- I am more nationalistic thus I buy local brand.
- I am supporting local organic food industry.
- Local brand is fresh and widely available in the country.
- Local brand cheaper than the imported brand.
- Local brand saves money and help local economy.
- Other _____

10. Why do you choose **Imported Brand**?

- Imported brand more prestige, value and quality.
- I doubt to buy locally-made products.
- I trust imported brand than local brand because of the quality.
- The exclusivity of certain products.
- Other _____

Part 2: Propensity to Purchase Organic Food

Please indicate the extent of your opinion with the statements describing the statements by “circling” the corresponding box using the following scales:

| Strongly Disagree | Disagree | Neither | Agree | Strongly Agree |
|-------------------|----------|---------|-------|----------------|
| 1 | 2 | 3 | 4 | 5 |

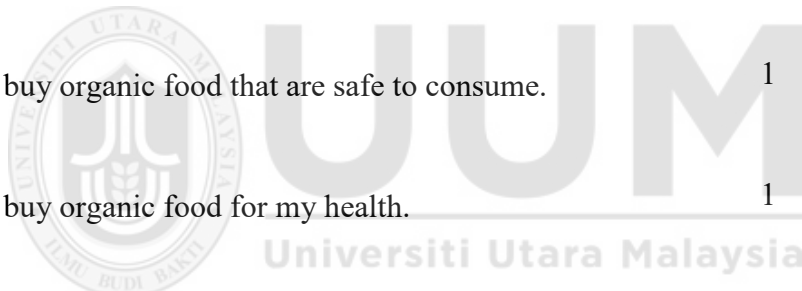
1. I would buy organic food in near future. 1 2 3 4 5
2. I plan to buy organic food in regular basis. 1 2 3 4 5
3. I intend to buy organic food for my long term health benefits. 1 2 3 4 5
4. I intend to buy organic food because they are more concern about food safety. 1 2 3 4 5
5. I intend to buy organic food because they are more environmentally friendly. 1 2 3 4 5
6. I intend to buy organic food because I am concerned about animal welfare. 1 2 3 4 5

Part 3: Actual Purchase Behaviour

Please indicate the extent of your opinion with the statements describing the statements by “circling” the corresponding box using the following scales:

| Strongly Disagree | Disagree | Neither | Agree | Strongly Agree |
|-------------------|----------|---------|-------|----------------|
| 1 | 2 | 3 | 4 | 5 |

1. I often buy organic food. 1 2 3 4 5
2. I often buy organic food on regular basis. 1 2 3 4 5
3. I often buy organic food because they are more environmentally friendly. 1 2 3 4 5
4. I often buy organic food that are against animal testing. 1 2 3 4 5
5. I often buy organic food that are safe to consume. 1 2 3 4 5
6. I often buy organic food for my health. 1 2 3 4 5
7. I often buy organic food even if they are more expensive than conventional food. 1 2 3 4 5
8. I prefer buying organic food than buying conventional food. 1 2 3 4 5

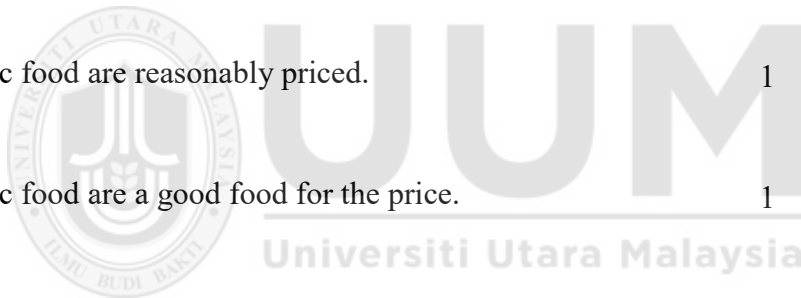


Part 4: Functional Value

Please indicate the extent of your opinion with the statements describing the statements by “circling” the corresponding box using the following scales:

| Strongly Disagree | Disagree | Neither | Agree | Strongly Agree |
|-------------------|----------|---------|-------|----------------|
| 1 | 2 | 3 | 4 | 5 |

1. Organic food have consistent quality. 1 2 3 4 5
2. Organic food are well made/produced. 1 2 3 4 5
3. Organic food have an acceptable standard of quality. 1 2 3 4 5
4. Organic food would perform consistently. 1 2 3 4 5
5. Organic food are reasonably priced. 1 2 3 4 5
6. Organic food are a good food for the price. 1 2 3 4 5

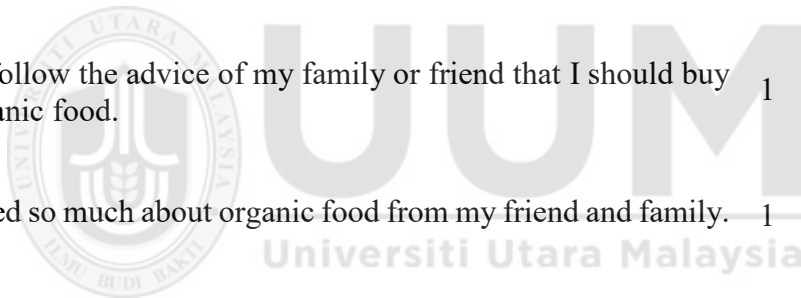


Part 5: Social Value

Please indicate the extent of your opinion with the statements describing the statements by “circling” the corresponding box using the following scales:

| Strongly Disagree | Disagree | Neither | Agree | Strongly Agree |
|--------------------------|-----------------|----------------|--------------|-----------------------|
| 1 | 2 | 3 | 4 | 5 |

1. Buying organic food would help me to feel acceptable. 1 2 3 4 5
2. Buying organic food would improve the way that I am perceived. 1 2 3 4 5
3. Buying organic food would make a good impression on other people. 1 2 3 4 5
4. Buying organic food would give its owner social approval. 1 2 3 4 5
5. I will follow the advice of my family or friend that I should buy an organic food. 1 2 3 4 5
6. I learned so much about organic food from my friend and family. 1 2 3 4 5

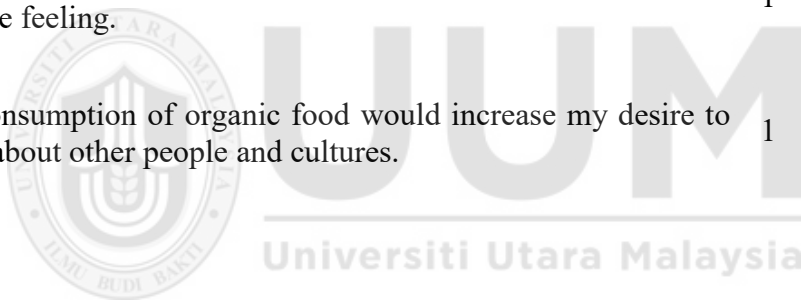


Part 6: Emotional Value

Please indicate the extent of your opinion with the statements describing the statements by “circling” the corresponding box using the following scales:

| Strongly Disagree | Disagree | Neither | Agree | Strongly Agree |
|--------------------------|-----------------|----------------|--------------|-----------------------|
| 1 | 2 | 3 | 4 | 5 |

1. Buying organic food instead of conventional food would make me feel like I am personally contributing to something better. 1 2 3 4 5
2. Buying organic food instead of the conventional food would make me feel ethically right to protect our environment. 1 2 3 4 5
3. Buying organic food instead of the conventional food would make me feel like a better person. 1 2 3 4 5
4. Buying organic food instead of conventional food would give me positive feeling. 1 2 3 4 5
5. The consumption of organic food would increase my desire to know about other people and cultures. 1 2 3 4 5



Part 7: Novelty Value

Please indicate the extent of your opinion with the statements describing the statements by “circling” the corresponding box using the following scales:

| Strongly Disagree | Disagree | Neither | Agree | Strongly Agree |
|--------------------------|-----------------|----------------|--------------|-----------------------|
| 1 | 2 | 3 | 4 | 5 |

1. I would buy organic food because I always have high curiosity to buy something new. 1 2 3 4 5

2. I like to search for the new and different of organic food. 1 2 3 4 5

3. I would seek out the location that sells organic food to support local organic food industry. 1 2 3 4 5

4. I will acquire information about organic food that could reduce environmental harm. 1 2 3 4 5



Part 8: Conditional Value

Please indicate the extent of your opinion with the statements describing the statements by “circling” the corresponding box using the following scales:

| Strongly Disagree | Disagree | Neither | Agree | Strongly Agree |
|--------------------------|-----------------|----------------|--------------|-----------------------|
| 1 | 2 | 3 | 4 | 5 |

1. Organic food is always easily available for purchase. 1 2 3 4 5

2. Shopping at supermarket would increase my chances of finding rare or limited items of organic food. 1 2 3 4 5

3. I feel safe consuming organic food. 1 2 3 4 5

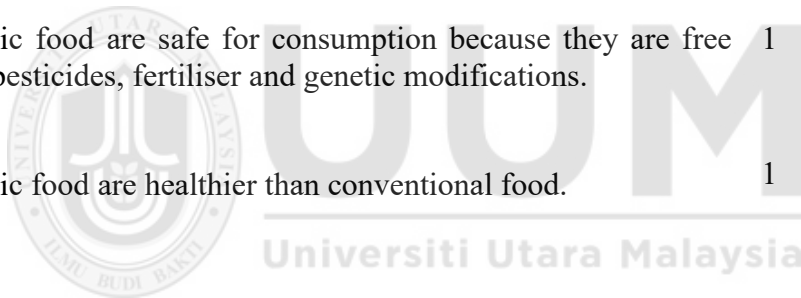


Part 9: Monetary Value

Please indicate the extent of your opinion with the statements describing the statements by “circling” the corresponding box using the following scales:

| Strongly Disagree | Disagree | Neither | Agree | Strongly Agree |
|--------------------------|-----------------|----------------|--------------|-----------------------|
| 1 | 2 | 3 | 4 | 5 |

1. I am consuming organic food to avoid consuming conventional processed food. 1 2 3 4 5
2. Organic food are more nutritious than conventional. 1 2 3 4 5
3. Organic food is better in quality that promotes my health 1 2 3 4 5
4. Organic food are safe for consumption because they are free from pesticides, fertiliser and genetic modifications. 1 2 3 4 5
5. Organic food are healthier than conventional food. 1 2 3 4 5



Part 10: Environmental Concern

Please indicate the extent of your opinion with the statements describing the statements by “circling” the corresponding box using the following scales:

| Strongly Disagree | Disagree | Neither | Agree | Strongly Agree |
|-------------------|----------|---------|-------|----------------|
| 1 | 2 | 3 | 4 | 5 |

1. I made a special effort to buy an organic product to save the environment. 1 2 3 4 5
2. I have switched to organic product for ecological reasons. 1 2 3 4 5
3. When I have a choice between two equal products, I will buy the one that less harmful to other and the environment. 1 2 3 4 5
4. I will or have voted for a candidate in an election at least in part because he/she in favour of strong environmental protection. 1 2 3 4 5
5. I have avoided buying product that had potentially harmful environmental effects. 1 2 3 4 5
6. I have read newsletter, magazines or other publications written by environmental groups. 1 2 3 4 5
7. I have signed a petition in support of protecting the environment. 1 2 3 4 5
8. I have boycott or avoided from buying the products from a company that is harming the environment. 1 2 3 4 5
9. I have/will recycle the product that I buy to save the environment. 1 2 3 4 5

Part 11: Brand Image

Please indicate the extent of your opinion with the statements describing the statements by “circling” the corresponding box using the following scales:

| Strongly Disagree | Disagree | Neither | Agree | Strongly Agree |
|-------------------|----------|---------|-------|----------------|
| 1 | 2 | 3 | 4 | 5 |

1. I feel more comfortable buying organic food from a brand that has a green image. 1 2 3 4 5
2. I am aware that a strong brand image gives me confidence in organic food. 1 2 3 4 5
3. An innovative and new image of eco-friendly food created by some companies tends to attract consumers in going green. 1 2 3 4 5
4. I like brand or organic food than conventional food. 1 2 3 4 5
5. Brand is very important to define my choice of organic food. 1 2 3 4 5
6. I will buy well-known brand of organic food that possesses a positive symbolic meaning 1 2 3 4 5

Thank you

APPENDIX B

CONSUMER PURCHASE BEHAVIOUR FROM 2010-2019

| No | Author / Year | Industry / Country | IV | MV | DV | Findings |
|----|------------------------|-------------------------------------|--|--|--------------------------|--|
| 1 | Song & Liew (2019) | Organic (Malaysia) | Food safety, Health consciousness, Affordability, Environment concern | Purchase Intention (Mediator) | Purchase Behaviour | The findings reported that food safety concern, health consciousness, and environment concern have significantly influenced purchase intentions of organic food. Purchase intentions is positively correlated to the actual purchase of organic food. There was no significant effect of affordability on purchase intentions. Based on the findings, strategies to enhance the quality, long-term health benefits, environment friendliness, and reduce in pricing of organic food should be undertaken. |
| 2 | Alam et al. (2019) | Retail Product (Malaysia) | Attitude, Subjective norm, Behavioral control, Knowledge, Price | - | Intention to Buy | The results of the multiple regression analysis show that attitude, subjective norm, perceived behavioural control, knowledge and reasonable price have significant and positive effect on energyefficient household product buying intention among residences in Malaysia |
| 3 | Victor et al. (2018) | Information Technology (India) | shopping experience, awareness about dynamic pricing, privacy concerns, buying strategy, fair price perceptions, reprisal intentions and self-protection intentions | - | Purchase Decision | The results of the exploratory factor analysis identified shopping experience, awareness about dynamic pricing, privacy concerns, buying strategy, fair price perceptions, reprisal intentions and self-protection intentions as factors which could have a significant influence on consumer behavior and their prospective purchase decisions. |
| 4 | Chen et al. (2018) | Green product (Belt & Road country) | Collectivism, Individualism, Objective knowledge, Subjective knowledge, Environmental awareness, Governments' role, Media exposure, Social influence, Perceived monetary value | Environmental attitude (mediator), Product attitude (mediator) | Purchase Intention | Environmental attitude, product attitude, social influence, and perceived monetary value positively affected purchase intention; among these attributes, product attitude most substantially affected purchase intention. Cognitive values (collective and individual) significantly and positively affected environmental and product attitudes. Regarding individual environmental literacy, objective knowledge did not significantly affect environmental attitude, whereas subjective knowledge positively and significantly affected product attitude. In addition, both environmental awareness and government role (extrinsic motivating attributes) significantly and positively affected environmental and product attitudes for sustainable consumption. Media exposure also exerted a significant positive effect on environmental attitude. |
| 5 | Solaiman et al. (2017) | Electronic (Bangladesh) | Functional Value, Social Value, Emotional Value, Epistemic Value, Conditional Value, Corporate Value | - | Green Purchase Behaviour | Functional value, social value, Conditional value and corporate image value has positive relationship with green purchase behaviour, while epistemic value and emotional value does not. |

CONSUMER PURCHASE BEHAVIOUR FROM 2010-2019

| No | Author / Year | Industry / Country | IV | MV | DV | Findings |
|----|----------------------------------|---------------------|--|--|--------------------------------|---|
| 6 | Rehman et al. (2017) | Fashion (Pakistan) | Personal Factors, Sales Promotion | - | Consumer Buying Behaviour | Personal factors have positive and statistically significant effects on the buying behaviour. Likewise, sales promotion has positive but statistically insignificant effects on buying behaviour of consumers in the fashion clothing industry of Pakistan. |
| 7 | Asshidin, Abidin & Borhan (2016) | Retails (Malaysia) | Perceived Quality, Emotional Value | - | Consumer Buying Behaviour | There are significant relationship between perceived qualities, emotional value on consumer buying behaviour. |
| 8 | Lautiainen (2015) | Retail (Finland) | Social Factors, Personal Factors, Psychological Factors | - | Consumer Buying Behaviour | There are a relationship between social, personal and psychological factors and the buying decision-making process in coffee brand selection, but it was not credible. |
| 9 | Bashir, Mehboob & Bhatti (2015) | Retail (Pakistan) | Trust, Time, Product Variety, Convenience, Privacy | - | Online Buying Behaviour | Trust, time, product variety and convenience is affecting the online buying behaviour. While privacy does not. |
| 10 | Ghosh (2015) | E-Marketing (India) | Attitude, Product Acceptance | - | Internet Buying Behaviour | Attitude and product acceptance are positive associate to internet buying. |
| 11 | Mai & Vu (2015) | Retail (Vietnam) | Meaning and Form, Emotional Traits, Cultural Symbols, Image, Advertisement, Symbolic, Self-Identity | Perceived Quality, Brand Recognition, Brand Recall | Consumer Buying Behaviour | Emotional traits, image, advertisement, symbolic, perceived quality and brand recognition were positively associated with consumers' buying behaviour. |
| 12 | Khan, Liang & Shahzad (2015) | E-Commerce (China) | Perceived Benefit: Price, Convenience, Product info, Return policy, Delivery Perceived Risk: Product, Financial. Delivery | Satisfaction (Mediator) | Consumer Re-Purchase Behaviour | Perceived benefit and perceived risk are significant related to re-purchase behaviour. |
| 13 | Thanasuta (2015) | Retails (Thailand) | Price, Quality, Brand, Value, Risk perception, Product categories | - | Consumer Buying Behaviour | Price, value and brand has significant relationship between consumer buying behaviour. While quality, risk perception and product categories is insignificant relationship. |

CONSUMER PURCHASE BEHAVIOUR FROM 2010-2019

| No | Author / Year | Industry / Country | IV | MV | DV | Findings |
|----|--|------------------------------|---|------------------------------------|-------------------------------------|--|
| 14 | Dumaz (2014) | Retails (Turkey) | Motivation, Perception, Learning, Belief and Attitude | - | Consumer Buying Behaviour | Motivation, perception, learning, belief and attitude are significantly related to buying behaviour. |
| 15 | Jain, Goswami & Bhutan (2014) | Retails (India) | Perceived risk, Perceived enjoyment, Perceived usefulness, Perceived ease of use | - | Online Shopping Buying Behaviour | Perceived risk, perceived enjoyment, perceived ease of use and perceived usefulness are affecting the online shopping behaviour of consumer. |
| 16 | Tran, Balas, Shao, Dubinsky & Jackson (2014) | Airline (USA) | Brand Differential | Motivational to conform (Mediator) | Consumer Buying Behaviour | Importance of relationship between brand differential on purchase decision and also a direct and positive impact of mediated by consumers' motivation to conform towards purchase decision. |
| 17 | Ahmed, Parmar & Amin (2014) | Education (Pakistan) | Packaging colour, Packaging material, Design of wrapper, Innovation | - | Consumer Buying Behaviour | Packaging elements such as its colour, material, design of wrapper and innovation are the important factors related on purchase decision. |
| 18 | Sata (2013) | Telecommunication (Ethiopia) | Price, Social factors, Durability, Brand name, Product features, After sales | - | Consumer Buying Behaviour | Consumer's value price, and then followed by the product features of the mobile phone associated with purchase decision. |
| 19 | Rahman & Dost (2013) | Education (Pakistan) | Environmental concern, Social value, Self-Image, Man Nature oriented | - | Consumer Green Buying Behaviour | Social value, self-image and man nature oriented associated with purchase decision, while environmental concern does not. |
| 20 | Zhang & Kim (2013) | Fashion (China) | Brand consciousness, materialism, Social comparison, Fashion innovativeness, Fashion involvement | Attitude (Mediator) | Consumer Intention Buying Behaviour | Brand consciousness, social comparison and fashion innovativeness have significant impact on both attitude and consumer intention buying behaviour. While the Materialism and Fashion involvement are not significant related. |
| 21 | Jaafar, Pan & Mohamed (2013) | Retails (Malaysia) | Intrinsic: Perceived quality, perceived risk, Perceived value, Extrinsic: Perceived price, Advertisement, Packaging, Store image, Consumer attitude: Trust, Familiarity, Economic | - | Consumer Purchasing Behaviour | All the factors are significant related to purchase decision but the most significant factor that influencing consumers' purchasing behaviour on private label food products is 'consumers' attitude' and 'perceived price'. |

CONSUMER PURCHASE BEHAVIOUR FROM 2010-2019

| No | Author / Year | Industry / Country | IV | MV | DV | Findings |
|----|--|-----------------------------------|--|---|--------------------------------|---|
| 22 | Furaji, Latuszynska & Wawrzyniak (2012) | Electrical appliances (Iraq) | Product, Price, Promotion, Place | Culture, Social, Personal, Psychological (Mediator) | Consumer Purchasing Behaviour | All independent variables are weakly associated. However, social factors, physical and marketing mix elements are strongly associated with buying behaviour. |
| 23 | Musyoki (2012) | Automotive (Kenya) | Perceived price, Perceived quality, Perceived brand, Cultural factors, Image, Level of income | - | Consumer Buying Behaviour | All independent variables are associated with consumer buying behaviour. |
| 24 | Kekce (2012) | Retails (USA) | Consumption Values | - | - | Consumption values are antecedent's consumers' purchase decisions. |
| 25 | Kim, Forsythe, Gu & Moon (2012) | Fashion (China & South Korea) | Self-Direct values, Social affiliation values | Experiential needs, Social needs, Functional needs (Mediator) | Consumer Buying Behaviour | Positive relationship between both values on buying behaviour. |
| 26 | Huong (2012) | Retails (Vietnam) | Trust, Price perception, Appearance | - | Consumer Buying Behaviour | Trust and Price has significant impact on consumer buying behaviour. While appearance does not have significant relationship. |
| 27 | Wahyuningsih (2011) | Insurance (Australia) | Customer value: Passive, Rational active, Relational dependent | Satisfaction (Mediator) | Consumer Behavioural Intention | There are no significant relationship between value, satisfaction and consumer behavioural intention. |
| 28 | Hung, Chen, Peng, Hackley, Tiwaskul & Tiwaskul & Chou (2011) | Retails (Taiwan) | Social value, Trait of vanity, Luxury Brand Perception: Functional value, Experiential value, Symbolic value | Perception (Moderator) | Consumer Purchase Decision | Social value and most of the factors of luxury brand perception positively support to purchase decision except symbolic value. There are weak support towards purchase decision by trait of vanity and moderating effect on perception. |
| 29 | Haque, Rahman & Khatibi (2010) | Information Technology (Malaysia) | Consumer morality, Social values, Moral judgement | - | Consumer Buying Behaviour | There are positive relationship between consumer moralities, social value, and consumer moral judgment towards consumer buying behaviour. |

APPENDIX C

SUMMARY OF RESEARCH FOR ORGANIC PRODUCT GLOBALLY FROM YEAR 2012 TO 2020

| No | Author | Year | Choice of Respondent | Country | Independent Variable (IV) | Mediator/Moderator Variable (MV) | Dependent Variable (DV) | Consequences Variable (CV) | Underpinning Theory Used | Findings |
|----|--------------------------|------|---|----------------------|---|---|--|--|---|---|
| 1 | Ashraf | 2020 | 335 respondents in Dhaka | Bangladesh | Self-Efficacy, | Attitude, Subjective norms, External control (mediator) | Bounded Rational Plan | - | Bounded Rational Theory | Findings show that attitude, subjective norms and perceived social support have direct effects on consumers' intent or plan as well as mediating roles in the link between self-efficacy and organic food purchase plan. |
| 2 | Li et al. | 2019 | 1,750 respondent in Chinese Market | China | Subjective norms, Perceived control, Income, Attitude, Trustworthiness, Identity expressiveness | Purchase Attitude | Purchase Behaviour | - | Theory of Planned Behaviour | The finding found out that the influence of subjective norms on purchase intention is verified to be completely mediated by purchase attitude, suggesting that up to now, the role of social norms may have been simplified, and even underestimated by marketing researchers. Additionally, for the first time, identity expressiveness is confirmed to play a minor but significant role in purchase intention. Perceived trustworthiness is also confirmed to be the important predictor of purchase intention. Finally, household income is not only the second most important predictor of purchase intention, but it is also the most important predictor of actual purchase. |
| 3 | Chiciudem et al. | 2019 | 568 respondent in North West | Romania | Barrier, Consumer perception | - | Purchase Intention | - | Theory of Planned Behaviour | The results indicated that the most important barrier in consumption was price, followed by perishability and availability. High prices, mistrust, and lack of proper promotion for organic food are the influencing factors for organic food. |
| 4 | Chattopadhyay & Khanzode | 2019 | 105 respondents of Bengaluru | India | Demographic Factors | - | Consumption Awareness | - | Theory of Planned Behaviour | It is concluded that the consumption has increased lately although more awareness should be created to make the consumption more popular among consumers |
| 5 | Pestek et al. | 2018 | 202 of online survey respondents in southern region | Bosnia & Herzegovina | Organic Food Knowledge, Subjective Norm, Personal Norm, Organic Food Scepticism, Attitudes, Consumer Innovativeness | - | Segmentation of Organic Food Buyer | - | Theory of Planned Behaviour and Norm-Activation Model | The authors analysed the heterogeneity of organic food buyers with latent class model. Four distinct latent classes (i.e. segments) of organic food buyers were identified. Those segm were named as enthusiastsocial-seekers, enthusiastic moralists, hostile seldom shoppers, and hostile heavy shoppers. |
| 6 | Konuk | 2018 | 274 pregnen women in Istanbul | Turkey | Health Consciousness, Environmental Concern, Consumer Innovativeness | - | 1. Purchase Intentions Toward Organic Food, 2. Willingness to Pay a Premium | - | Theory of Reasoned Action | Results indicated positive effects of health consciousness, environmental concern and customer innovativeness on both purchase intentions and willingness to pay a premium toward organic food. Specifically, it was innovativeness on both purchase intentions and willingness to pay a premium toward organic food. Specifically, it was found that health consciousness had the greatest influence on purchase intentions and willingness to pay a premium. |
| 7 | Hani, Pap & Stanic | 2018 | 411 primary household shoppers | Croatia | Behavioural Belief, Uniqueness-Seeking Lifestyle, Perceived Behavioural Control | Attitudes, Subjective Norm | Intention to Purchase | 1. Actual Purchase, 2. Willingness to Pay, 3. Commitment | Theory of Planned Behaviour | All proposed constructs were shown to have a significant positive influence on intention, and intention had a significant positive influence on actual behaviour, but also the indirect and mediation effects of the variables within the model, which explain 87 per cent of the variance in intention and 21% of the variance in actual behaviour. |

SUMMARY OF RESEARCH FOR ORGANIC PRODUCT GLOBALLY FROM YEAR 2012 TO 2020

| No | Author | Year | Choice of Respondent | Country | Independent Variable (IV) | Mediator/Moderator Variable (MV) | Dependent Variable (DV) | Consequences Variable (CV) | Underpinning Theory Used | Findings |
|----|---------------------------|------|---|-----------------------------|--|--|---|----------------------------|-----------------------------|---|
| 8 | Krishnakumara & Niranjana | 2017 | 240 respondents in Tirupur district of Tamil Nadu | India | Awareness, Knowledge, Psychological Factors | - | Consumers Buying Behaviour of Organic Product | - | Theory of Planned Behaviour | The study has found the association between demographic characters and awareness level about organic food products. The study also has revealed that factors like gender, family income, education and occupational status differentiate consumers of organic and non-organic food products. Besides, psychological factors such as attitude, perception, belief and intention have shown positive results for the organic food consumers |
| 9 | Oroian et al. | 2017 | 568 respondents in Romania | Romania | Natural and Sustainable Consumption, Extrinsic Attributes, Health Concern, Sensory Appeal, Weight Concern, Social Status | - | Attitude Towards Organic Product | - | Theory of Reasoned Action | Findings indicated that health concerns, sensory appeal, natural and sustainable consumption and weight concerns are the main reasons for consuming organic food products. |
| 10 | Mehmedovic et al. | 2017 | 218 online access panel provider | Developing European Country | Health consciousness, Perceived Intrinsic Quality, Perceived Extrinsic Quality | Life Equilibrium | Purchase Intention | - | Theory of Reasoned Action | The results obtained from this study show that the perceived quality associated with the intrinsic attributes of organic food mediates a positive influence of life equilibrium on consumers' organic food purchase intentions. Also significant relationship on life equilibrium mediates the effects of health consciousness on the evaluation of intrinsic and extrinsic food quality attributes. |
| 11 | Persaud & Schillo | 2017 | 988 Canadian respondents | Canada | Social Identity, Social Influence | Perceived Value, Consumer Innovative | Purchase Intent | - | Theory of Reasoned Action | The results show that the two social dimensions which is social identity and social influence are influence purchase intention and the perceived value of organic products partially mediates these relationships. Furthermore, the personal characteristic (consumer innovativeness) moderates these relationships. |
| 12 | Hsu, Chang & Lin | 2016 | 252 respondent | Taiwan | Natural Content, Health Consciousness, Food Safety Concern, Subjective Knowledge | Attitude | Purchase Intention | - | Theory of Reasoned Action | The results show that food safety concern and subjective knowledge have a significantly positive impact on attitudes towards organic food and purchase intentions, and natural content has a significantly positive effect on attitudes towards organic food. Health consciousness and attitudes towards organic food also have a significantly positive effect on purchase intentions. Subjective knowledge of organic food, health consciousness, and food safety concern are important factors impacting organic food purchase intentions. |
| 13 | Bailey, Mishra & Tianyi | 2016 | 284 Indian consumers | India | Public Relation model: Green Consumption Values, Advertising Model: Green Consumption Values | Green Trust, Green Brand Attitude, Attitude towards Green, Advertising | Green Brand Support Intention, Green Brand Purchase Intention, Green Brand Attitude | - | Consumption Values | The results show that green can enhance understanding of consumers' green attitudes and intentions. Green consumption values have an impact on how Indian consumers respond to advertising and public relations stimuli, as green influences perceptions of green brand trust, attitudes toward green marketing communications and green brand support and purchase intentions. |
| 14 | Irianto | 2015 | 200 respondents in Surakarta City | Indonesia | Health Consciousness, Environmental Consciousness, Product Price, Subjective Norm | v | Purchasing Intention Organic Food | - | Theory of Planned Behaviour | Health consciousness and environmental consciousness were the determinants of an individual's positive attitude to buy organic food. The effect of gender difference on attitude, intention, and behaviour of purchasing organic food confirmed the previous studies descriptively purchasing organic food confirmed the previous studies descriptively |

SUMMARY OF RESEARCH FOR ORGANIC PRODUCT GLOBALLY FROM YEAR 2012 TO 2020

| No | Author | Year | Choice of Respondent | Country | Independent Variable (IV) | Mediator/Moderator Variable (MV) | Dependent Variable (DV) | Consequences Variable (CV) | Underpinning Theory Used | Findings |
|----|----------------------|------|---|----------|---|--|--------------------------|--|--|---|
| 15 | Braga Juniors et al. | 2015 | 811 respondents in Sao Paulo | Brazil | Environment Concern | | Purchase Intention | | Declare Purchase | There is a possibility the consumer does not realize the importance of changing the habit of consumption, more fixed in their routine to buy and past experience you have that attitude strengthens the fact suffer a low influence his behavior. |
| 16 | Liang | 2014 | 753 respondent | Taiwan | Attitudes, Subjective Norms, Perceived Control | | Purchase Intention | | Theory of Planned Behaviour | Attitudes toward purchasing organic food online had the greatest positive influence on purchase intentions, cognitive control and, subjective norms. Populations with different FRLs were divided into traditional food, uninvolved food, and enthusiastic food shoppers, and these all also showed significant differences with respect to the TPB model, their online organic food. |
| 17 | Akbar et al. | 2014 | 160 respondents Lahore, Karachi & Islamabad | Pakistan | Green Purchase Attitude, Green Purchase Value, Green Perceived value, Green Perceived Trust, Ecological Knowledge | | Green Purchase Intention | | Theory of Planned Behaviour | Results of study shown a significant relationship of green purchase attitude, green perceived value, green trust and ecological knowledge on green purchase intention. These factors influence the green purchase intention |
| 18 | Hung, Lin & Chen | 2013 | 228 members of health community | Taiwan | Structural Capital, Relational Capital, Cognitive Capital | Knowledge Donating, Knowledge Collecting | Purchase Intention | Purchase | Theory of Planned Behaviour | Relation capital has significantly effect on both knowledge donating behaviour and knowledge collecting behaviour. Cognitive capital also has a significantly effect on knowledge donating behaviour and knowledge collecting behaviour. In addition, knowledge sharing is in relation to organic consumption behaviour, knowledge collecting behaviour displays a positive positive effect on consumer purchase intention. The results also indicate that member's purchase intention related to organic food positively and significantly affect their actual purchasing behaviour. Nevertheless, structural capital is not significantly associated with knowledge donating behaviour and knowledge collecting behavior. |
| 19 | Chen | 2012 | 964 respondent in Shanghai, Beijing, Chengdu and Shenzhen | China | Product, Regulatory, Lifestyle, Ethnocentrism | Belief, Attitude | Purchase Intention | Pre-Purchase Intention / Actual Purchase | Consumer Decision Process, Theory of Planned Behaviour | The findings of this study have revealed that the influencing stage's product related regulatory and lifestyle constructs directly or indirectly influence urban Chinese consumers' beliefs/attitudes, pre-purchase evaluation and behavioural/purchase and behavioural/purchase intention. Furthermore, The cognitive/affective stage of which beliefs and attitudes were the main component was found to be a significant predictor of pre-purchase The evaluation of alternatives stage, pre-purchase evaluation was found to have a highly significant effect on behavioural/purchase intentions. |

APPENDIX D

SUMMARY OF PREVIOUS RESEARCH FOR ORGANIC PRODUCT IN MALAYSIA FROM YEAR 2012 TO 2020

| No | Author | Year | IV | MV | DV | Consequences Variable | Underpinning Theory Used | Findings |
|----|--|------|---|----------------------------|---------------------------------------|-----------------------|------------------------------|---|
| 1 | Phang & Liew | 2019 | Attitude, Subjective norm, Perceived behavioral control, Self-Identity, Awareness of consequences, Ascription of responsibility | Personal Norm | Purchase Intention of Organic Food | - | Theory of Planned Behaviour | The result indicated that purchases of grocery organic products are driven by both rational and emotional motives. There were significant impacts of perceived behavioural control, attitude, and personal norm on purchase intention of organic food. Interestingly, the results show that Malaysian shoppers did not use organic food as a mean to show socially desirable behaviours, but rather as a personal norm in which they were aware of the consequences and felt responsibilities to these negative consequences. |
| 2 | Song & Liew | 2019 | Food safety, Health consciousness, Affordability, Environment concern | Purchase Intention | Actual Purchase | - | Theory of Planned Behaviour | The findings reported that food safety concern, health consciousness, and environment concern have significantly influenced purchase intentions of organic food. Purchase intentions is positively correlated to the actual purchase of organic food. There was no significant effect of affordability on purchase intentions. Based on the findings, strategies to enhance the quality, long-term health benefits, environment friendliness, and reduce in pricing of organic food should be undertaken. |
| 3 | Zailani et al. | 2019 | Functional value, Social value, Emotional value, Conditional value, Epistemic value | - | Willingness to pay for Biofuels | - | Theory of Consumption Values | The results of the analysis revealed that functional values, specific condition, emotional values and novelty seeking were among the main factors that influence drivers' willingness to pay for biofuels. Social values were shown to not be a significant factor. The results of the study contribute to the literature by testing the relationship between consumption values and willingness to pay for biofuels. The information provided in the present research might be beneficial for policy makers in modifying tactics and strategies towards the successful promotion of the usage of biofuels in developing countries. |
| 4 | Ahmad & Omar | 2018 | Appearance consciousness, Environment consciousness, Health consciousness Functional value, Experiential value, Symbolic value | - | Repurchase intention | - | Theory of Consumption Values | Environment consciousness, health consciousness and functional value has significant relation on purchasing organic beauty product. However, appearance consciousness, experiential value and symbolic value does not support the relationship. |
| 5 | Iranmanesh, Jayaraman, Zailani & Ghadiri | 2017 | Perceived savings, Perceived quality, Perceived self, Expression value, Perceived convenience | Deal Proneness (Moderator) | Intention to purchase organic product | - | Theory of Reasoned Action | The results showed that perceived savings, self-expression value, and convenience positively affected consumers' intention to purchase grocery products under Volume Discounts. Deal proneness negatively moderated the relationship between perceived quality, innovation, and consumers' intention to purchase under Volume Discounts. |
| 6 | Song | 2017 | Past experience, Health consciousness, Personal values | Attitude | Purchase organic product | - | Theory of Planned Behaviour | The findings showed that all four hypotheses were accepted. Health consciousness had the greatest positive influence on consumer attitude of organic food, followed by past experience and personal values. Purchase of organic food products was significantly affected by consumer attitude of the products. |

SUMMARY OF PREVIOUS RESEARCH FOR ORGANIC PRODUCT IN MALAYSIA FROM YEAR 2012 TO 2020

| No | Author | Year | IV | MV | DV | Consequences Variable | Underpinning Theory Used | Findings |
|----|------------------------------------|------|---|-------------------------------------|---|---------------------------|-----------------------------|---|
| 7 | Omar, Nazri, Osman & Ahmad | 2016 | Gender, Age, Level of income, Level of education, Presence of children in the household | - | Intention to purchase organic product | - | Theory of Planned Behaviour | The findings revealed that, gender, age, level of education did have significant impacts on the consumer intention to buy organic food. These findings will consumer behaviour regarding organic food consumption and the appeal to those interested in consumer behaviour regarding organic food consumption and the continued development of Malaysia's organic food industry. |
| 8 | Hossain & Lim | 2016 | Knowledge, Health Consciousness, vironmental Concern, Price, Availability, Government support policy, Perceived beliefs & attitudes | - | Consumer behaviour towards organic food | - | Theory of Planned Behaviour | The study found that government support and policy, perceived beliefs and attitudes, knowledge and availability have a significant positive relationship with consumer behavior towards organic foods. However, health consciousness, environmental concern and price do not have any significant relationship with consumer behavior towards organic foods. |
| 9 | Siti Hasnah, Loi & Kok | 2015 | Environmental Concern, Health factors with food safety, Knowledge of health factors, Perceived value of health | - | Purchasing intention Consumer's towards | - | Theory of Planned Behaviour | The results of the analysis show that environmental concern, health factors, and perceived value influence consumers' purchasing intention towards organic food. Interestingly, knowledge concerning organic food is not significant in influencing the intention to purchase organic food. |
| 10 | Nezakati & Hosseinpour | 2015 | Attitude, Subjective norms, Perceived behavioural control | - | Intention to purchase | Green product purchasing | Theory of Planned Behaviour | The result show that there are significant relationship among the variables towards green purchase. |
| 11 | Chiew, Ismail & Ishak | 2014 | Health, Safety, Environmental friendly and animal welfare. Product quality | - | Intention to purchase organic food product | Actual Purchase behaviour | Theory of Planned Behaviour | Result indicated that intention to purchase organic food was significantly influenced by the consumer's perception of safety, health, environmental factors and animal welfare of the products. Also, there was no significant effect of consumers' perceived quality of organic food products on their intention to purchase the products. Actual purchase behavior of organic food products was significantly affected by the purchase intention of the food products was significantly affected by the purchase intention of the products. Significant means differences were observed in the purchase intention of organic food products according to the respondents' gender, age, income level, education level and residence area. |
| 12 | Siti Sarah, Syezreen & Nor Hashima | 2014 | Awareness | - | Purchase intention on organic food products | - | Theory of Planned Behaviour | results show respondents are highly aware of organic food, they find purchase organic food products for their families. |
| 13 | Chan | 2013 | Environmental Attitudes, Social Influence, Self Efficacy, Store Image, Roles of Salesperson | Willingness to pay more (moderator) | Purchase Intention | - | Theory of Planned Behaviour | The results revealed that environmental attitudes and self efficacy were found to be the factors that drive the purchase intention of consumers on purchasing of green personal care products. In addition, it was found that willingness of consumers to pay more on green personal care products was moderating the relationship between environmental attitudes and purchase intention. |

SUMMARY OF PREVIOUS RESEARCH FOR ORGANIC PRODUCT IN MALAYSIA FROM YEAR 2012 TO 2020

| No | Author | Year | IV | MV | DV | Consequences Variable | Underpinning Theory Used | Findings |
|----|---|------|---|-------------------|-------------------------------|-----------------------|--|--|
| 14 | Chia, Chow, Ong & Woon | 2013 | Environmental conscious, Health conscious, Perceived expensiveness, Limited availability, Labelling and certification, Social demographic | - | Consumers' willingness to pay | - | Theory of Planned Behaviour | The study revealed that all respondents are willing to pay for organic products price premium. Environmental psychology is related to explain consumer willingness to pay as well. Consumers are willing to purchase organic products because these products are pesticides-freed and chemical-freed. A strong health conscious is the one of the main determinants of willingness to pay followed by consumer perception and quality towards the organic products. The result of analysis shows that social demographic and level of knowledge could not explain the willingness to pay of organic product. |
| 15 | See & Mansori | 2012 | Acceptability, Affordability, Availability, Awareness, Consumer innovativeness | - | Intention to purchase | - | Theory of Planned Behaviour, Diffusion of Innovations Theory | The results have discovered that acceptability, affordability, and awareness main important factors that can influence consumer purchase intention. |
| 16 | Ooi, Kwek & Keoy | 2012 | Environmental knowledge, Environmental attitude, Government initiative, Peer pressure | - | Green purchase intention | - | Theory of Planned Behaviour | The results of the study indicated that environmental knowledge, environmental attitude, governmental initiative and peer pressure have significant influences on green purchase intention of Malaysian consumer. In contrast, eco-label failed to show significant relationship to green. |
| 17 | Voon, Kwang & Agrawal | 2011 | Attitude, Subjective norms, | Afford (Mediator) | Willingness to pay | Actual purchase | Theory of Planned Behaviour | Attitude and subjective norms exerted significant positive effects on willing to pay (WTP) while the effect of affordability was not significant. Attitude further impacted subjective norms and affordability, thus indicating that efforts to promote consumption growth should focus on influencing consumer attitudes. |
| 18 | Shaharudin, Pani, Mansor, Elias & Sadek | 2010 | Health Consciousness, Perceived value, Food safety concern, Religious factor | - | Purchase intention | - | Theory of Reasoned Action | The result has shown some differences with the previous literature which described that religious factor plays one of the most influential roles in shaping food choice in plays one of the most influential roles in shaping food choice. |
| 19 | Ahmad & Juhdi | 2010 | Perceived Worth, Environmental friendl, Safety health, Product information | - | Intention to purchase | - | Theory of Planned Behaviour | Result indicated that the intention to purchase organic products were heavily influenced by the perception on organic product worth of purchase and the belief on the safety and health aspect of the product. |

APPENDIX E

SUMMARY OF RESEARCH THAT USE THEORY OF CONSUMPTION VALUES (TCV) GLOBALLY FROM 2010 TO 2020

| No | Author / Year | Year | Industry / Country | IV | MV | DV | Consequences IV | Findings |
|----|---------------------------|------|----------------------------------|--|-----------------------------|--|-----------------|--|
| 1 | Ural et al. | 2020 | Social class (Turkey) | Individualism, Collectivism, Global consumer culture | Materialism | Consumption values | - | The results indicate that materialism partially mediates the relationship between global consumer culture and consumption values besides the relationship between collectivism and consumption values. Materialism full mediates the relationship between individualism and consumption values. The results reveal that there aren't differences the direction and power of the structural model paths between middle-class group and other-class group except for indirect effects. |
| 2 | Furukawa et al. | 2019 | Shoes (Japan) | Functional value, Emotional value, Social value, Epistemic value. | - | Customer satisfaction, Brand commitment | - | The results show that consumption values except epistemic value have positive effects on consumer satisfaction and brand commitment. In particular, this article uncovers the moderating effect of age in social values and consumer satisfaction. Specifically, social values affect consumer satisfaction when consumers are under 39 years old. This paper also found that functional value and social value have the strongest effect on consumer satisfaction and brand commitment, respectively, compared with other values. Contravening consumption value theory, our data suggests that epistemic value impedes brand commitment |
| 3 | Qasim et al. | 2019 | Food (India) | Functional value (price), Functional value (quality), Social value, Conditional value, Epistemic value, Emotional value | Environmental Self-Identity | Behaviour intention to consume organic | - | The finding that conditional value, emotional value, epistemic value, and functional value quality have a significant positive influence on consumers' behavioral intention to consume organic food. Further finding that environmental self-identity significantly mediates the structural relationship between consumption values and the behavioral intention to consume organic food. The results imply that the interventions targeting environmental self-identity are a promising way to promote sustainable consumption behavior. Our findings also have important implications for the development of the organic food market based on consumption values and self-identities |
| 4 | Omigie, Zo, Rho & Ciganek | 2017 | Financial Services (Kenya) | Aesthetic Value, Conditional Value, Convenience Value, Monetary Value, Epistemic Value, Self-Gratification Value, Social Value | - | Customer pre-adoption choice Behaviour to use M-PESA | - | The finding showed that aesthetic, conditional, convenience, monetary, epistemic and self-gratification value are positive determinants of customer pre-adoption choice to use M-PESA mobile financial services but not social value. |
| 5 | Solaiman et al. | 2017 | Electronic Products (Bangladesh) | Functional Value, Social Value, Emotional Value, Epistemic Value, Conditional Value, Corporate Image Value | - | Green purchase | - | The finding showed that functional value, social value, conditional value and corporate image value are influencing consumers to get involved in green purchase behaviour of environment friendly and energy efficient electronic product. While the emotional value and epistemic value are not influencing the consumer towards green purchase behaviour. |
| 6 | Wang | 2016 | Retails (China) | Objective Status, Subjective Status, Materialism | Post Materialism | Functional Value, Emotional Value, Social Value | - | The results show that objective social status has a negative effect on post-materialism, whereas subjective social status has a positive effect. Social status does not seem to have a significant effect on materialism. Post-materialism also has a strong positive effect on the consumption orientations of emotional value and social value. |
| 7 | Hsieh | 2016 | Food (Taiwan) | Consumption Values, Perceived Value | Brand image | Purchase intention | - | The findings result shown that the consumption values and perceived value had effect on brand image. Consumption value and Perceived value had positive effect on purchase intention. While brand image did not have significant effects on purchase intention. |
| 8 | Assarut & Somkiat | 2015 | E-Commerce (Thailand) | Monetary Value, Convenience Value, Security Value, Social Value, Conditional Value, Epistemic Value, Emotional Value | Perceived Value | Behavioural intention | - | There are positive relationship between the consumption values and behavioural intention. Not significant relationship between consumption value and perceived value but there are strong relationship between perceived value and behavioural intention. |
| 9 | Phau et al. | 2014 | Tourism (Mauritius) | Consumption Values | Perceived Destination Image | Destination choice intention | - | Only emotional/epistemic, social and functional values were found to significantly influence perceived beneficial image of the tourism destination. Only social and conditional values were found to significantly influence destination choice intention. |

SUMMARY OF RESEARCH THAT USE THEORY OF CONSUMPTION VALUES (TCV) GLOBALLY FROM 2010 TO 2020

| No | Author / Year | Year | Industry / Country | IV | MV | DV | Consequences IV | Findings |
|----|----------------|------|----------------------------|--|--------------------------------|--|-------------------------|--|
| 10 | Yoshida et al. | 2013 | Sport (Japan & USA) | Functional Quality, Technical Quality, Aesthetic Quality | Utarian Value Factor, Symbolic | Behaviour intention | Post purchase behaviour | The results indicate that three quality dimensions (functional, technical and aesthetic quality) have a significant impact on their respective value dimensions in the context of sporting events. Moreover, the construct of entertainment and community prestige have positive effects on customers' behavioural intentions. |
| 11 | Wang et al. | 2013 | Telecommunication (Taiwan) | Conditional Value, Functional Value, Social Value, Emotional Value, Epistemic Value | - | Behavioural intention to use | - | Consumption values especially epistemic value and emotional value have stronger relationship and significantly affect consumer behavioural intention to use mobile apps. While the conditional values influences behavioural intention to use mobile apps through the mediation of other consumption values such as functional value, social value, emotional value and epistemic value. |
| 12 | Lin & Huang | 2012 | Retail (Taiwan) | Functional Value, Social Value, Emotional Value, Conditional Value, Epistemic Value, Environmental Concern | - | Consumer choice behaviour regarding green products | - | The finding showed that consumers with high environmental concern support green products more, and indicated positive relationship. |
| 13 | Kekec | 2012 | Retail (USA) | Functional Value, Symbolic Value, Emotional Value, Epistemic Value | Conditional Value | Consumer Buying Behaviour | - | Consumption values are antecedent's consumers' purchase decisions. |
| 14 | Hung et al. | 2011 | Retail (Taiwan) | Functional Value, - Experiential Value - Symbolic Value Social value, Trait of Vanity | - | Consumer Buying Behaviour | - | Social value and most of the factors of luxury brand perception positively support to purchase decision except symbolic value. There are weak support towards purchase decision by trait of vanity and moderating effect on perception. |

APPENDIX F

SUMMARY OF PREVIOUS RESEARCH THAT USE THEORY OF CONSUMPTION VALUES (TCV) IN MALAYSIA FROM 2010 TO 2020

| No | Author | Year | Industry | IV | ICV | DV | Consequence IV | Findings |
|----|---|------|-------------------|---|---------------------------------|---|----------------|---|
| 1 | Abdullah et al. | 2019 | Tourism | Functional value, Social value, Emotional value, Epistemic value, Conditional value, Environmental knowledge, Environmental attitude, Destination image | Environmental consumption value | Responsible Environmental Behaviour Intention | - | The results empirically revealed that environmental knowledge and destination image significantly influenced the tourists' intention to behave in an environmentally responsible manner. Thus, in fostering a more responsible behavior among tourists, more emphasis can be placed on enhancing their knowledge while capitalizing on the destination's image. |
| 2 | Zailani et al. | 2019 | Biofuels | Functional value, Social value, Emotional value, Epistemic value, Conditional value | - | Willingness to pay for Biofuels | - | The results of the analysis revealed that functional values, specific condition, emotional values and novelty seeking were among the main factors that influence drivers' willingness to pay for biofuels. Social values were shown to not be a significant factor. The results of the study contribute to the literature by testing the relationship between consumption values and willingness to pay for biofuels. The information provided in the present research might be beneficial for policy makers in modifying tactics and strategies towards the successful promotion of the usage of biofuels in developing countries. |
| 3 | Ramayah, Rahman & Ng | 2018 | E-Commerce | Functional value, Social value, Emotional value, Epistemic value, Conditional value | - | Intention to purchase online | - | The result of the study indicates that functional and emotional values have a strong relationship and predict online purchasing intention. However, social, epistemic, and conditional values do not predict intentions to purchase online. |
| 4 | Ahmad & Omar | 2018 | Organic Cosmetics | Appearance consciousness, Environment consciousness, Health consciousness, Functional value, Experiential value, Symbolic value | - | Repurchase intention | - | Environment consciousness, health consciousness and functional value has significant relation on purchasing organic beauty product. However, appearance consciousness, experiential value and symbolic value does not support the relationship. |
| 5 | Mohamed & Yeo | 2017 | Cosmetics | Social value, Emotional value | Customer experience value | Customer satisfaction | - | Findings of this study show that respondents are predominantly influenced by both social value and emotional value towards halal cosmetics products. |
| 6 | Mohamed, Rahman & Hamzah | 2017 | Halal product | Emotional Value, Epistemic value, Halal concern | - | Customer choice behaviour | - | The resulting point out that the three independent variables has positive relationship that influences the customer choice behaviour. |
| 7 | Amashaun, Tunkarimu & Dastane | 2016 | Convenience store | Functional value, Emotional value, Social value, Conditional value, Economic value, Self-Efficacy | Customer satisfaction | Customer loyalty & retention | - | Findings of the research conclude that despite slight variations, functional value, emotional value, social value, conditional value and economic value considerably influence customer satisfaction as well as customer loyalty and retention. However, Self-Efficacy does not. |
| 8 | Rahman, Osmangani, Hassan, Anwar & Fattah | 2016 | Education tourism | Consumption Values, Destination Cues, Nostalgia | Destination image | Attitude | - | The results of data analysis support the stated hypotheses. All the direct relationships were significant and positive. However, Destination Image found a partial mediating role among the relationships. Theoretical and practical implications are also discussed. |
| 9 | Teoh & Noor Azila | 2015 | Automotive | Functional value, Symbolic value, Emotional value, Novelty value, Conditional value | Consumers attitude | Consumers purchase intention | - | Functional value, conditional value and consumers' attitudes are found to have significant relationships with consumers' purchase intention while emotional value influence consumers' purchase intention indirectly through the indirect consumers' attitudes. |
| 10 | Teoh & Noor Azila | 2015 | Automotive | Functional value, Symbolic value, Emotional value, Novelty value, Conditional value | - | Intention to purchase hybrid car | - | The results of the study indicated that functional value is the most significant predictor of consumers' intention to purchase hybrid car. In contrast, symbolic value, emotional value and novelty value failed to show significant relationship with consumers' intention to purchase hybrid car. |
| 11 | Teoh | 2015 | Automotive | Functional value, Symbolic value, Emotional value, Novelty value, Conditional value | Brand preference | Intention to purchase hybrid car | - | Positive relationship between functional value, emotional value, novelty, conditional value and consumers' attitudes toward intention to purchase the hybrid car. While, symbolic value and brand preference does not. |
| 12 | Suki & Suki | 2015 | Automotive | Functional value, Social value, Epistemic value | - | Environment concern regarding green product | - | Results revealed that statistically significant differences were observed among the light users, average users and heavy users in terms of functional value, social value, and epistemic value that affect consumer environmental concern regarding green products. |

APPENDIX G

RELIABILITY

```

/VARIABLES=PPOF1 PPOF2 PPOF3 PPOF4 PPOF5 PPOF6 APB1 APBH2 APBH3
APBH4 APBH5 APBH6 APBH7 APBH8 FV1
  FV2 FV3 FV4 FV5 FV6 SV1 SV2 SV3 SV4 SV5 SV6 EV1 EV2 EV3 EV4 EV5 NV1 NV2
NV3 NV4 CV1 CV2 CV3 MV1 MV2
  MV3 MV4 MV5 EC1 EC2 EC3 EC4 EC5 EC6 EC7 EC8 EC9 BI1 BI2 BI3 BI4 BI5 BI6
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE
/SUMMARY=TOTAL.
  
```

Reliability

| | | Notes |
|------------------------|---|---|
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| Comments | | |
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| Missing Value Handling | Definition of Missing Cases Used | User-defined missing values are treated as missing. Statistics are based on all cases with valid data for all variables in the procedure. |
| Syntax | | RELIABILITY /VARIABLES=PPOF1 PPOF2 PPOF3 PPOF4 PPOF5 PPOF6 APB1 APBH2 APBH3 APBH4 APBH5 APBH6 APBH7 APBH8 FV1 FV2 FV3 FV4 FV5 FV6 SV1 SV2 SV3 SV4 SV5 SV6 EV1 EV2 EV3 EV4 EV5 NV1 NV2 NV3 NV4 CV1 CV2 CV3 MV1 MV2 MV3 MV4 MV5 EC1 EC2 EC3 EC4 EC5 EC6 EC7 EC8 EC9 BI1 BI2 BI3 BI4 BI5 BI6 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA /STATISTICS=DESCRIPTIVE SCALE /SUMMARY=TOTAL. |
| Resources | Processor Time Elapsed Time | 00:00:00.05 00:00:00.11 |

Scale: ALL VARIABLES

Case Processing Summary

| | | N | % |
|-------|-----------------------|-----|-------|
| Cases | Valid | 169 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 169 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .937 | 58 |

Item Statistics

| | Mean | Std. Deviation | N |
|-------|--------|----------------|-----|
| PPOF1 | 3.9763 | .85184 | 169 |
| PPOF2 | 3.6982 | .96242 | 169 |
| PPOF3 | 4.1124 | .84819 | 169 |
| PPOF4 | 4.4024 | 4.00048 | 169 |
| PPOF5 | 3.9527 | .91814 | 169 |
| PPOF6 | 3.7515 | .96844 | 169 |
| APB1 | 3.2249 | 1.08960 | 169 |
| APBH2 | 3.1775 | 1.10377 | 169 |
| APBH3 | 3.5148 | 1.04714 | 169 |
| APBH4 | 3.5030 | 1.11336 | 169 |
| APBH5 | 3.8284 | 1.02940 | 169 |
| APBH6 | 4.0947 | 2.54306 | 169 |
| APBH7 | 3.3314 | 1.11655 | 169 |
| APBH8 | 3.4201 | 1.11583 | 169 |
| FV1 | 3.7929 | .94413 | 169 |
| FV2 | 3.9704 | .80494 | 169 |
| FV3 | 4.0592 | .84307 | 169 |
| FV4 | 3.8107 | .87946 | 169 |
| FV5 | 3.3609 | 1.13122 | 169 |
| FV6 | 3.5444 | 1.08539 | 169 |
| SV1 | 3.3669 | 1.07807 | 169 |
| SV2 | 3.3905 | 1.05848 | 169 |
| SV3 | 3.4556 | 1.79271 | 169 |
| SV4 | 3.2189 | 1.07155 | 169 |
| SV5 | 3.6805 | 1.00814 | 169 |
| SV6 | 3.4260 | 1.07826 | 169 |
| EV1 | 3.6568 | .96392 | 169 |
| EV2 | 3.6272 | .92426 | 169 |
| EV3 | 3.4793 | 1.00053 | 169 |
| EV4 | 3.6154 | 1.02353 | 169 |
| EV5 | 3.3195 | 1.08766 | 169 |
| NV1 | 3.4438 | 1.01100 | 169 |
| NV2 | 3.4675 | 1.09672 | 169 |
| NV3 | 3.4320 | 1.03931 | 169 |
| NV4 | 3.5917 | .98449 | 169 |
| CV1 | 3.3018 | 1.03397 | 169 |
| CV2 | 3.6450 | 1.03135 | 169 |
| CV3 | 3.9112 | .85798 | 169 |
| MV1 | 3.4497 | 1.08513 | 169 |
| MV2 | 4.0118 | .88633 | 169 |
| MV3 | 4.0888 | .82976 | 169 |
| MV4 | 4.0178 | .87609 | 169 |

| | | | |
|-----|--------|---------|-----|
| MV5 | 4.1302 | .86305 | 169 |
| EC1 | 3.8402 | .78181 | 169 |
| EC2 | 4.0710 | 4.02015 | 169 |
| EC3 | 3.9290 | .70351 | 169 |
| EC4 | 3.8698 | .72840 | 169 |
| EC5 | 3.9527 | .75444 | 169 |
| EC6 | 3.8876 | .81234 | 169 |
| EC7 | 3.8757 | .84653 | 169 |
| EC8 | 3.8639 | .86558 | 169 |
| EC9 | 3.9704 | .73538 | 169 |
| BI1 | 3.7456 | 1.00611 | 169 |
| BI2 | 3.8225 | .95330 | 169 |
| BI3 | 3.8225 | .90854 | 169 |
| BI4 | 3.6331 | .98578 | 169 |
| BI5 | 3.6213 | 1.03442 | 169 |
| BI6 | 3.6805 | .97817 | 169 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| PPOF1 | 210.8639 | 1126.011 | .605 | .935 |
| PPOF2 | 211.1420 | 1117.670 | .664 | .935 |
| PPOF3 | 210.7278 | 1123.949 | .645 | .935 |
| PPOF4 | 210.4379 | 1095.783 | .187 | .947 |
| PPOF5 | 210.8876 | 1124.696 | .581 | .935 |
| PPOF6 | 211.0888 | 1133.105 | .419 | .936 |
| APB1 | 211.6154 | 1121.667 | .527 | .935 |
| APBH2 | 211.6627 | 1115.880 | .600 | .935 |
| APBH3 | 211.3254 | 1121.435 | .553 | .935 |
| APBH4 | 211.3373 | 1123.380 | .492 | .935 |
| APBH5 | 211.0118 | 1125.524 | .503 | .935 |
| APBH6 | 210.7456 | 1127.357 | .161 | .940 |
| APBH7 | 211.5089 | 1115.609 | .596 | .935 |
| APBH8 | 211.4201 | 1115.995 | .591 | .935 |
| FV1 | 211.0473 | 1121.807 | .611 | .935 |
| FV2 | 210.8698 | 1126.912 | .625 | .935 |
| FV3 | 210.7811 | 1126.005 | .612 | .935 |
| FV4 | 211.0296 | 1127.577 | .559 | .935 |
| FV5 | 211.4793 | 1115.811 | .585 | .935 |
| FV6 | 211.2959 | 1116.519 | .602 | .935 |
| SV1 | 211.4734 | 1114.953 | .628 | .935 |
| SV2 | 211.4497 | 1115.344 | .635 | .935 |
| SV3 | 211.3846 | 1123.631 | .287 | .937 |
| SV4 | 211.6213 | 1120.808 | .549 | .935 |
| SV5 | 211.1598 | 1124.433 | .531 | .935 |
| SV6 | 211.4142 | 1123.792 | .503 | .935 |
| EV1 | 211.1834 | 1115.305 | .701 | .934 |
| EV2 | 211.2130 | 1118.383 | .681 | .935 |
| EV3 | 211.3609 | 1117.887 | .634 | .935 |
| EV4 | 211.2249 | 1114.211 | .674 | .934 |
| EV5 | 211.5207 | 1118.203 | .577 | .935 |
| NV1 | 211.3964 | 1128.050 | .475 | .935 |
| NV2 | 211.3728 | 1123.021 | .505 | .935 |
| NV3 | 211.4083 | 1120.553 | .571 | .935 |
| NV4 | 211.2485 | 1121.735 | .586 | .935 |
| CV1 | 211.5385 | 1128.310 | .460 | .936 |
| CV2 | 211.1953 | 1129.384 | .446 | .936 |
| CV3 | 210.9290 | 1128.412 | .558 | .935 |
| MV1 | 211.3905 | 1119.335 | .562 | .935 |
| MV2 | 210.8284 | 1126.167 | .578 | .935 |
| MV3 | 210.7515 | 1131.009 | .531 | .935 |
| MV4 | 210.8225 | 1133.897 | .452 | .936 |
| MV5 | 210.7101 | 1126.909 | .581 | .935 |
| EC1 | 211.0000 | 1130.071 | .583 | .935 |

| | | | | |
|-----|----------|----------|------|------|
| EC2 | 210.7692 | 1070.179 | .285 | .945 |
| EC3 | 210.9112 | 1132.331 | .602 | .935 |
| EC4 | 210.9704 | 1133.874 | .549 | .935 |
| EC5 | 210.8876 | 1131.338 | .580 | .935 |
| EC6 | 210.9527 | 1128.783 | .584 | .935 |
| EC7 | 210.9645 | 1131.915 | .504 | .935 |
| EC8 | 210.9763 | 1132.118 | .489 | .936 |
| EC9 | 210.8698 | 1131.340 | .595 | .935 |
| BI1 | 211.0947 | 1121.503 | .576 | .935 |
| BI2 | 211.0178 | 1129.506 | .483 | .935 |
| BI3 | 211.0178 | 1128.910 | .518 | .935 |
| BI4 | 211.2071 | 1124.118 | .548 | .935 |
| BI5 | 211.2189 | 1124.958 | .509 | .935 |
| BI6 | 211.1598 | 1129.849 | .464 | .936 |

Scale Statistics

| Mean | Variance | Std. Deviation | N of Items |
|----------|----------|----------------|------------|
| 214.8402 | 1161.337 | 34.07840 | 58 |

FREQUENCIES VARIABLES=Gender Race Age Marital Education Occupation Income
 BrandLocal BrandImported
 Local Imported
 /ORDER=ANALYSIS.

Frequencies

Notes

| | |
|---|--|
| <p>Output Created Comments</p> <p>Input</p> <p style="padding-left: 20px;">Data</p> <p style="padding-left: 20px;">Active Dataset</p> <p style="padding-left: 20px;">Filter</p> <p style="padding-left: 20px;">Weight</p> <p style="padding-left: 20px;">Split File</p> <p style="padding-left: 20px;">N of Rows in Working Data File</p> <p>Missing Value Handling</p> <p style="padding-left: 20px;">Definition of Missing</p> <p style="padding-left: 20px;">Cases Used</p> <p>Syntax</p> <p>Resources</p> <p style="padding-left: 20px;">Processor Time</p> <p style="padding-left: 20px;">Elapsed Time</p> | <p style="text-align: right;">20-OCT-2019 23:41:55</p> <p>C:\Users\ACER\Documents\IBM\Data for viva.sav</p> <p>DataSet1</p> <p><none></p> <p><none></p> <p><none></p> <p style="text-align: right;">169</p> <p>User-defined missing values are treated as missing.</p> <p>Statistics are based on all cases with valid data.</p> <p>FREQUENCIES VARIABLES=Gender Race Age Marital Education Occupation Income BrandLocal BrandImported Local Imported /ORDER=ANALYSIS.</p> <p style="text-align: right;">00:00:00.03</p> <p style="text-align: right;">00:00:00.03</p> |
|---|--|

Statistics

| | | Gender | Race | Age | Marital | Education | Occupation | Income | | | | |
|---|---------|--------|------|-----|---------|-----------|------------|--------|--|--|--|--|
| N | Valid | 169 | 169 | 169 | 169 | 169 | 169 | 169 | | | | |
| | Missing | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | | | |

Statistics

| | | BrandLocal | BrandImported | Local | Imported |
|---|---------|------------|---------------|-------|----------|
| N | Valid | 116 | 53 | 116 | 53 |
| | Missing | 53 | 116 | 53 | 116 |

Frequency Table

Gender

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--------|-----------|---------|---------------|--------------------|
| Valid | Male | 37 | 21.9 | 21.9 | 21.9 |
| | Female | 132 | 78.1 | 78.1 | 100.0 |
| | Total | 169 | 100.0 | 100.0 | |

Race

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------|-----------|---------|---------------|--------------------|
| Valid | Malay | 113 | 66.9 | 66.9 | 66.9 |
| | Chinese | 31 | 18.3 | 18.3 | 85.2 |
| | Indian | 24 | 14.2 | 14.2 | 99.4 |
| | Others | 1 | .6 | .6 | 100.0 |
| | Total | 169 | 100.0 | 100.0 | |

Age

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------------------------|-----------|---------|---------------|--------------------|
| Valid | 21-25 years old | 72 | 42.6 | 42.6 | 42.6 |
| | 26-35 years old | 49 | 29.0 | 29.0 | 71.6 |
| | 36-45 years old | 27 | 16.0 | 16.0 | 87.6 |
| | 46 years old and above | 21 | 12.4 | 12.4 | 100.0 |
| | Total | 169 | 100.0 | 100.0 | |

Marital

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------------------|-----------|---------|---------------|--------------------|
| Valid | Single | 106 | 62.7 | 62.7 | 62.7 |
| | Married | 59 | 34.9 | 34.9 | 97.6 |
| | Divorced/Widowed | 4 | 2.4 | 2.4 | 100.0 |
| | Total | 169 | 100.0 | 100.0 | |

Education

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Secondary | 18 | 10.7 | 10.7 | 10.7 |
| | Diploma | 33 | 19.5 | 19.5 | 30.2 |
| | Bachelor's degree | 93 | 55.0 | 55.0 | 85.2 |
| | Master's degree | 23 | 13.6 | 13.6 | 98.8 |
| | Doctoral/PhD degree | 2 | 1.2 | 1.2 | 100.0 |
| | Total | 169 | 100.0 | 100.0 | |

Occupation

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------------|-----------|---------|---------------|--------------------|
| Valid | Private Sector | 110 | 65.1 | 65.1 | 65.1 |
| | Government Sector | 32 | 18.9 | 18.9 | 84.0 |
| | Self-Employed | 6 | 3.6 | 3.6 | 87.6 |
| | Retired/Pensioner | 2 | 1.2 | 1.2 | 88.8 |
| | Student | 19 | 11.2 | 11.2 | 100.0 |
| | Total | 169 | 100.0 | 100.0 | |

Income

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--------------------|-----------|---------|---------------|--------------------|
| Valid | Less than RM3,000 | 76 | 45.0 | 45.0 | 45.0 |
| | RM3,001 - RM5,000 | 51 | 30.2 | 30.2 | 75.1 |
| | RM5,001 - RM10,000 | 30 | 17.8 | 17.8 | 92.9 |
| | Above RM10,000 | 12 | 7.1 | 7.1 | 100.0 |
| | Total | 169 | 100.0 | 100.0 | |

BrandLocal

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|------------|-----------|---------|---------------|--------------------|
| Valid | BrandLocal | 116 | 68.6 | 100.0 | 100.0 |
| Missing | -99.00 | 53 | 31.4 | | |
| Total | | 169 | 100.0 | | |

BrandImported

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|---------------|-----------|---------|---------------|--------------------|
| Valid | BrandImported | 53 | 31.4 | 100.0 | 100.0 |
| Missing | -99.00 | 116 | 68.6 | | |
| Total | | 169 | 100.0 | | |

Local

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|----------------------------|-----------|---------|---------------|--------------------|
| Valid | Nationalistic | 7 | 4.1 | 6.0 | 6.0 |
| | Supporting | 28 | 16.6 | 24.1 | 30.2 |
| | Fresh and Widely available | 28 | 16.6 | 24.1 | 54.3 |
| | Cheaper | 27 | 16.0 | 23.3 | 77.6 |
| | Saves Money | 26 | 15.4 | 22.4 | 100.0 |
| | Total | 116 | 68.6 | 100.0 | |
| Missing | -99.00 | 53 | 31.4 | | |
| Total | | 169 | 100.0 | | |

Imported

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------------------------|-----------|---------|---------------|--------------------|
| Valid | Prestige, Value and Quality | 21 | 12.4 | 39.6 | 39.6 |
| | Doubt to Buy Local Product | 4 | 2.4 | 7.5 | 47.2 |
| | Trust Imported Brand | 21 | 12.4 | 39.6 | 86.8 |
| | Exclusivity | 7 | 4.1 | 13.2 | 100.0 |
| | Total | 53 | 31.4 | 100.0 | |
| Missing | -99.00 | 116 | 68.6 | | |
| Total | | 169 | 100.0 | | |

Notes

| | | |
|------------------------|--------------------------------|---|
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| | Split File | <none> |
| | N of Rows in Working Data File | 169 |
| Missing Value Handling | Definition of Missing | User defined missing values are treated as missing. |
| Syntax | Cases Used | All non-missing data are used. DESCRIPTIVES VARIABLES=PPOF1 PPOF2 PPOF3 PPOF4 PPOF5 PPOF6 APB1 APB2 APB3 APB4 APB5 APB6 APB7 APB8 FV1 FV2 FV3 FV4 FV5 FV6 SV1 SV2 SV3 SV4 SV5 SV6 EV1 EV2 EV3 EV4 EV5 NV1 NV2 NV3 NV4 CV1 CV2 CV3 MV1 MV2 MV3 MV4 MV5 EC1 EC2 EC3 EC4 EC5 EC6 EC7 EC8 EC9 BI1 BI2 BI3 BI4 BI5 BI6 /STATISTICS=MEAN STDDEV MIN MAX. |
| Resources | Processor Time | 00:00:00.02 |
| | Elapsed Time | 00:00:00.02 |

Notes

| | | |
|------------------------|--------------------------------|---|
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| | Weight | <none> |
| | Split File | <none> |
| | N of Rows in Working Data File | 169 |
| Missing Value Handling | Definition of Missing | User defined missing values are treated as missing. |
| | Cases Used | All non-missing data are used. |

| | | |
|-----------|---|-------------|
| Syntax | DESCRIPTIVES VARIABLES=PPOF1 PPOF2 PPOF3 PPOF4 PPOF5 PPOF6 APB1 APBH2 APBH3 APBH4 APBH5 APBH6 APBH7 APBH8 FV1 FV2 FV3 FV4 FV5 FV6 SV1 SV2 SV3 SV4 SV5 SV6 EV1 EV2 EV3 EV4 EV5 NV1 NV2 NV3 NV4 CV1 CV2 CV3 MV1 MV2 MV3 MV4 MV5 EC1 EC2 EC3 EC4 EC5 EC6 EC7 EC8 EC9 BI1 BI2 BI3 BI4 BI5 BI6 /STATISTICS=MEAN STDDEV MIN MAX. | |
| Resources | Processor Time | 00:00:00.02 |
| | Elapsed Time | 00:00:00.03 |

DATASET ACTIVATE DataSet1.

SAVE OUTFILE='C:\Users\ACER\Documents\IBM\Data for viva.sav'
/COMPRESSED.

DESCRIPTIVES VARIABLES=PPOF1 PPOF2 PPOF3 PPOF4 PPOF5 PPOF6 APB1 APBH2 APBH3 APBH4 APBH5 APBH6 APBH7

APBH8 FV1 FV2 FV3 FV4 FV5 FV6 SV1 SV2 SV3 SV4 SV5 SV6 EV1 EV2 EV3 EV4 EV5 NV1 NV2 NV3 NV4 CV1 CV2

CV3 MV1 MV2 MV3 MV4 MV5 EC1 EC2 EC3 EC4 EC5 EC6 EC7 EC8 EC9 BI1 BI2 BI3 BI4 BI5 BI6

/STATISTICS=MEAN STDDEV RANGE MIN MAX KURTOSIS SKEWNESS.

Descriptives



Notes

| | | |
|------------------------|---|---|
| Output Created | 21-OCT-2019 01:05:20 | |
| Comments | | |
| Input | Data | C:\Users\ACER\Documents\IBM\Data for viva.sav |
| | Active Dataset | DataSet1 |
| | Filter | <none> |
| | Weight | <none> |
| | Split File | <none> |
| | N of Rows in Working Data File | 169 |
| Missing Value Handling | Definition of Missing | User defined missing values are treated as missing. |
| | Cases Used | All non-missing data are used. |
| Syntax | DESCRIPTIVES VARIABLES=PPOF1 PPOF2 PPOF3 PPOF4 PPOF5 PPOF6 APB1 APBH2 APBH3 APBH4 APBH5 APBH6 APBH7 APBH8 FV1 FV2 FV3 FV4 FV5 FV6 SV1 SV2 SV3 SV4 SV5 SV6 EV1 EV2 EV3 EV4 EV5 NV1 NV2 NV3 NV4 CV1 CV2 CV3 MV1 MV2 MV3 MV4 MV5 EC1 EC2 EC3 EC4 EC5 EC6 EC7 EC8 EC9 BI1 BI2 BI3 BI4 BI5 BI6 /STATISTICS=MEAN STDDEV RANGE MIN MAX KURTOSIS SKEWNESS. | |

| | | |
|-----------|----------------|-------------|
| Resources | Processor Time | 00:00:00.06 |
| | Elapsed Time | 00:00:00.07 |

Descriptive Statistics

| | N | Range | Minimum | Maximum | Mean | Std. Deviation | Skewness | | Kurtosis | |
|---------------------------|-----------|-----------|-----------|-----------|-----------|----------------|-----------|------------|-----------|------------|
| | Statistic | Statistic | Statistic | Statistic | Statistic | Statistic | Statistic | Std. Error | Statistic | Std. Error |
| Propensity to purchase | 169 | 4.00 | 1.00 | 5.00 | 3.9763 | .85184 | -1.007 | .187 | 1.067 | .371 |
| Propensity to purchase | 169 | 3.00 | 2.00 | 5.00 | 3.6982 | .96242 | -.578 | .187 | -.600 | .371 |
| Propensity to purchase | 169 | 3.00 | 2.00 | 5.00 | 4.1124 | .84819 | -.987 | .187 | .697 | .371 |
| Propensity to purchase | 169 | 3.00 | 2.00 | 5.00 | 4.1065 | .82405 | -.976 | .187 | .836 | .371 |
| Propensity to purchase | 169 | 3.00 | 2.00 | 5.00 | 3.9527 | .91814 | -.793 | .187 | -.026 | .371 |
| Propensity to purchase | 169 | 4.00 | 1.00 | 5.00 | 3.7515 | .96844 | -.716 | .187 | -.097 | .371 |
| Actual purchase behaviour | 169 | 4.00 | 1.00 | 5.00 | 3.2249 | 1.08960 | -.039 | .187 | -1.169 | .371 |
| Actual purchase behaviour | 169 | 4.00 | 1.00 | 5.00 | 3.1775 | 1.10377 | -.089 | .187 | -1.187 | .371 |
| Actual purchase behaviour | 169 | 4.00 | 1.00 | 5.00 | 3.5148 | 1.04714 | -.465 | .187 | -.784 | .371 |
| Actual purchase behaviour | 169 | 4.00 | 1.00 | 5.00 | 3.5030 | 1.11336 | -.309 | .187 | -1.150 | .371 |
| Actual purchase behaviour | 169 | 4.00 | 1.00 | 5.00 | 3.8284 | 1.02940 | -.710 | .187 | -.334 | .371 |
| Actual purchase behaviour | 169 | 4.00 | 1.00 | 5.00 | 3.9172 | 1.05458 | -.788 | .187 | -.434 | .371 |
| Actual purchase behaviour | 169 | 4.00 | 1.00 | 5.00 | 3.3314 | 1.11655 | -.140 | .187 | -1.249 | .371 |
| Actual purchase behaviour | 169 | 4.00 | 1.00 | 5.00 | 3.4201 | 1.11583 | -.187 | .187 | -1.141 | .371 |
| Functional value | 169 | 3.00 | 2.00 | 5.00 | 3.7929 | .94413 | -.733 | .187 | -.280 | .371 |
| Functional value | 169 | 3.00 | 2.00 | 5.00 | 3.9704 | .80494 | -.916 | .187 | .870 | .371 |
| Functional value | 169 | 3.00 | 2.00 | 5.00 | 4.0592 | .84307 | -.897 | .187 | .543 | .371 |
| Functional value | 169 | 3.00 | 2.00 | 5.00 | 3.8107 | .87946 | -.788 | .187 | .084 | .371 |
| Functional value | 169 | 4.00 | 1.00 | 5.00 | 3.3609 | 1.13122 | -.249 | .187 | -1.124 | .371 |
| Functional value | 169 | 4.00 | 1.00 | 5.00 | 3.5444 | 1.08539 | -.539 | .187 | -.874 | .371 |
| Social Value | 169 | 4.00 | 1.00 | 5.00 | 3.3669 | 1.07807 | -.429 | .187 | -.879 | .371 |
| Social Value | 169 | 4.00 | 1.00 | 5.00 | 3.3905 | 1.05848 | -.409 | .187 | -.834 | .371 |
| Social Value | 169 | 4.00 | 1.00 | 5.00 | 3.3373 | 1.07950 | -.304 | .187 | -.997 | .371 |
| Social Value | 169 | 4.00 | 1.00 | 5.00 | 3.2189 | 1.07155 | -.154 | .187 | -1.011 | .371 |
| Social Value | 169 | 4.00 | 1.00 | 5.00 | 3.6805 | 1.00814 | -.769 | .187 | -.197 | .371 |
| Social Value | 169 | 4.00 | 1.00 | 5.00 | 3.4260 | 1.07826 | -.397 | .187 | -.952 | .371 |
| Emotional value | 169 | 3.00 | 2.00 | 5.00 | 3.6568 | .96392 | -.595 | .187 | -.640 | .371 |
| Emotional value | 169 | 3.00 | 2.00 | 5.00 | 3.6272 | .92426 | -.563 | .187 | -.568 | .371 |

| | | | | | | | | | | |
|-----------------------|-----|------|------|------|------------|---------|--------|------|--------|------|
| Emotional value | 169 | 4.00 | 1.00 | 5.00 | 3.479 3 | 1.00053 | -.466 | .187 | -.649 | .371 |
| Emotional value | 169 | 4.00 | 1.00 | 5.00 | 3.615 4 | 1.02353 | -.586 | .187 | -.623 | .371 |
| Emotional value | 169 | 4.00 | 1.00 | 5.00 | 3.319 5 | 1.08766 | -.131 | .187 | -1.166 | .371 |
| Novelty value | 169 | 4.00 | 1.00 | 5.00 | 3.443 8 | 1.01100 | -.562 | .187 | -.653 | .371 |
| Novelty value | 169 | 4.00 | 1.00 | 5.00 | 3.467 5 | 1.09672 | -.382 | .187 | -1.049 | .371 |
| Novelty value | 169 | 4.00 | 1.00 | 5.00 | 3.432 0 | 1.03931 | -.331 | .187 | -1.010 | .371 |
| Novelty value | 169 | 4.00 | 1.00 | 5.00 | 3.591 7 | .98449 | -.543 | .187 | -.671 | .371 |
| Conditional value | 169 | 4.00 | 1.00 | 5.00 | 3.301 8 | 1.03397 | -.110 | .187 | -1.241 | .371 |
| Conditional value | 169 | 4.00 | 1.00 | 5.00 | 3.645 0 | 1.03135 | -.660 | .187 | -.570 | .371 |
| Conditional value | 169 | 4.00 | 1.00 | 5.00 | 3.911 2 | .85798 | -1.030 | .187 | 1.008 | .371 |
| Monetary value | 169 | 4.00 | 1.00 | 5.00 | 3.449 7 | 1.08513 | -.265 | .187 | -1.122 | .371 |
| Monetary value | 169 | 3.00 | 2.00 | 5.00 | 4.011 8 | .88633 | -.958 | .187 | .476 | .371 |
| Monetary value | 169 | 3.00 | 2.00 | 5.00 | 4.088 8 | .82976 | -.990 | .187 | .861 | .371 |
| Monetary value | 169 | 4.00 | 1.00 | 5.00 | 4.017 8 | .87609 | -1.110 | .187 | 1.150 | .371 |
| Monetary value | 169 | 3.00 | 2.00 | 5.00 | 4.130 2 | .86305 | -1.099 | .187 | .907 | .371 |
| Environmental concern | 169 | 4.00 | 1.00 | 5.00 | 3.840 2 | .78181 | -1.300 | .187 | 1.920 | .371 |
| Environmental concern | 169 | 4.00 | 1.00 | 5.00 | 3.775 1 | .79976 | -1.196 | .187 | 1.343 | .371 |
| Environmental concern | 169 | 4.00 | 1.00 | 5.00 | 3.929 0 | .70351 | -1.457 | .187 | 3.533 | .371 |
| Environmental concern | 169 | 3.00 | 2.00 | 5.00 | 3.869 8 | .72840 | -1.197 | .187 | 1.830 | .371 |
| Environmental concern | 169 | 4.00 | 1.00 | 5.00 | 3.952 7 | .75444 | -1.184 | .187 | 2.329 | .371 |
| Environmental concern | 169 | 3.00 | 2.00 | 5.00 | 3.887 6 | .81234 | -.869 | .187 | .654 | .371 |
| Environmental concern | 169 | 4.00 | 1.00 | 5.00 | 3.875 7 | .84653 | -.892 | .187 | .780 | .371 |
| Environmental concern | 169 | 4.00 | 1.00 | 5.00 | 3.863 9 | .86558 | -1.070 | .187 | 1.212 | .371 |
| Environmental concern | 169 | 3.00 | 2.00 | 5.00 | 3.970 4 | .73538 | -.953 | .187 | 1.482 | .371 |
| Brand Image | 169 | 4.00 | 1.00 | 5.00 | 3.745 6 | 1.00611 | -.712 | .187 | -.287 | .371 |
| Brand Image | 169 | 4.00 | 1.00 | 5.00 | 3.822 5 | .95330 | -.888 | .187 | .100 | .371 |
| Brand Image | 169 | 4.00 | 1.00 | 5.00 | 3.822 5 | .90854 | -1.038 | .187 | .765 | .371 |
| Brand Image | 169 | 4.00 | 1.00 | 5.00 | 3.633 1 | .98578 | -.528 | .187 | -.625 | .371 |
| Brand Image | 169 | 3.00 | 2.00 | 5.00 | 3.621 3 | 1.03442 | -.395 | .187 | -1.008 | .371 |
| Brand Image | 169 | 4.00 | 1.00 | 5.00 | 3.680 5 | .97817 | -.595 | .187 | -.496 | .371 |
| Valid N (listwise) | 169 | | | | | | | | | |