

PURCHASE INTENTION TOWARDS READY-MADE AND
CUSTOM-MADE PRODUCTS IN TEXTILE AND APPAREL
INDUSTRY

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DECLARATION

I hereby declare that:

- (1) This Research Project is the end result of my own work and that due acknowledgment has been given in the references to all sources of information be they printed, electronic, or personal.
- (2) No portion of this research project has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.
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Author

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DEDICATION

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I love you both,

Author

NG SHI JIE

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ABSTRACT

An unprecedented change of consumer demand in the Malaysian textile and apparel industry has been an economic impact to various corresponding businesses. Accordingly, “the change” is believed to be the cause that turns the Malaysian industry up-side-down as the consumers decrease their spending on the textile goods extensively ever since the days of the implementation of GST (good and service tax) until today. The objective of this study is to determine the factors which are affecting the Malaysian purchase intention between the ready-made and the custom-made products in the local textile and apparel industry. Nonetheless, the proposed study would discuss the possibilities of outcomes with a series of quantitative measurements and procedures. Moreover, 151 questionnaires were collected and accepted based on the non-probability quota sampling method as the fundamental guideline for this preliminary analysis. The results suggested that there is a significant relationship between the variable name Product Safety and Convenience towards Consumer Satisfaction. Together with, there is also a proven relationship between Attitude and Consumer Satisfaction with Purchase Intention towards ready-made and custom-made products in the Malaysian textile and appeal industry.

KEYWORDS

Ready-made, Custom-made, Textile, Apparel, Purchase Intention

CHAPTER I

INTRODUCTION

1.0 Introduction

Chapter I will explain the whole purpose of this situational research study. Correspondingly, informational linearity and content consistency will be the main concern of this research as that they shall provide a high degree of readability. This research is subjected to define the latest yet trending Malaysian textile and apparel demand and interest. Notwithstanding, identifying the suitability of either ready-made or custom-made is, however, the primary focus of this study.

To begin with, this chapter will discuss the background of this study with its industrial potential including the differences between ready-made and custom-made products. After that, there will be a topic explaining the current situation of the study. Followed after, it continues with the problem statement of the study. Then, the research objectives are including the general objectives and specific objectives. Once that is over, all the research questions will be independently proposed to scientifically correspond to the research objectives. Additionally, to simplify the understandability of what will be covering in this whole research paper, a complete chapter layout for all the upcoming chapters will also be explained. Lastly, this chapter will end with a conclusive revision of what been covered in this chapter.

1.1 Background of Study

In accordance with the course, the background of the proposed study will be separately discussed in three (3) different sections. All three sections will cover the textile and apparel industry in Malaysia, the sustainability of custom-made apparels and the rise of ready-made apparel. The effort is to ultimately increase the potential of each independent area of interest.

1.1.1 Textile and apparel industry in Malaysia

Malaysia was founded under the foundation of three (3) dominant ethnic groups which are the Malay, Chinese and Indian along with minority ethnic groups like Kadazan, Iban and Orang Asli (Native Tribes) that are scattered in a certain rural area within Malaysia. Among the dominant ethnic groups, Chinese and Indian have a very diversified belief like Buddhism, Taoism, Hinduism, Christianity, and Islam. On the other hand, almost all the Malay population is practicing Islam. Malaysia is a multi-cultural country where different ethnicity, cultures, and religions emerged. To say nothing of, tolerance is the way the Malaysians live. Thus, generates a huge variety of multi-culturally influenced ideas and motivations like no other countries.

Important to say, Malaysia is also home to more than thirty-two (32) million people and the number is continuously expanding at an average growth rate of 1.29% (“Malaysia Population”, 2019). Truth to be told, more than half of the population are Malay Muslims, making it an undoubtedly an Islamic influenced state in the South East Asian region. Muslims have been playing an important role in deciding the Malaysian business trend and direction. Though other ethnic groups are free to practice their own beliefs and market their own unique businesses, their attempts are usually ineffective to become a common trend in Malaysia.

Back to the top, Muslims are art lovers especially textile art (Muscato, n.d.). According to their culture, the Islamic designs are commonly in a complex abstract form that is usually represented in Arabic calligraphy without the existence of any sort of pictorial representations of Muhammad and discourages the image presentation of any earthly objects in general. Correspondingly, Textile is everything they need in their daily culture, therefore, providing the different types of materials and several different purposes of dresses.

Textile and apparel industry was one of the top ten largest export earners in the country in 2015 with the export value reaching RM 13.2 billion which was representing 1.7% of Malaysia's total exports of manufactured goods ("Malaysia's textile and apparel industry expects another strong year for growth", 2017). Furthermore, in the early quarter of 2016, the export value even rose to 10% to RM 6.99 billion said by Deputy International Trade and Industry Minister Datuk Ahmad Maslan. With the increasing demand from its major importing countries, like the United States, European Countries, and Canada, Malaysia's high-quality textile and clothing is expected to increase to RM 638.3 billion at the end of 2018 ("Malaysia's textile, apparel exports jump to RM6.99bil in H1", 2016).

Textile and apparel is a very potential industry in Malaysia, judging from its high degree of availability and consumption value. Furthermore, the continuous growth and improvements of the nation-wide infrastructures have also greatly enhanced the feasibility for Malaysians to shop whichever way they can. Based on the information collected from the Google Trend dated July 2018, Malaysia is ranked as the 16th country which searched the word "textile" the most across the globe. Hence, indicated the fact that Malaysian's interest in textile and apparel is undeniable.

1.1.2 Custom-made & Ready-made

In this particular section, the differences between the two types of products are being discussed in order to provide a clearer insight of what makes them so different and why are the consumers going after either one of them or possibly both of them together.

1.1.2.1 Custom-made - Bespoke Tailoring and Made-To-Measure

The term custom-made apparel is often used to referring the bespoke tailoring and made-to-measure apparel. Accordingly, the focus of this type of product is commonly its customisability and unique specifications (Žuraj, Šparl, & Žnidaršič, 2017).

“Over the past two decades, there has been a slow -- but powerful -- shift back toward valuing personalization of consumer goods, partly enabled by the ever-evolving interface of e-commerce. As a co-founder of a company offering tailor-made furniture, we’ve been a part of this movement. And I’ve seen how excited customers get when they realize they can create the perfect piece.”
(Nagle, 2017)

Bespoke tailoring is a traditional art for tailoring which has been lasted for centuries, derived from the word “bespeak” meaning to speak for something in the older days of British society (Schneider, 2016). Moreover, it is a descriptive term to describe a scenario where a customised process is placed accordingly to what an individual wants, which involves in full-length hand-making suit or apparel that begin from the scratch (Crompton, 2016; Schneider, 2016). The entire process of this bespoke tailoring begins with consultation and discussion with the tailor for the idea and style the customer wants as well as the ways the customer

occasionally wears it. Then the tailor begins to measure the body shape and certain aspects of posture very detail that only the trained eye could notice. After that, the tailor draws the patterns and cut on his or her bespoke paper as a guideline to the making. Then the tailor cuts and sews the chosen cloth with the provided measurements and patterns. Lastly, the customer then has to wait for weeks and months until the final completion along with several fittings until it is actually fitted onto the customer's body.

A bespoke tailored apparel is always at its finest to its owner with significant details being applied onto the fit like nothing else and every postures and movement are hugs comfortably to the body exactly it is meant to be (Crompton, 2016) yet however, in reality, the first bespoke probably not going to be that perfect as in theoretically said, and usually not the best until more adjustments and fittings are conducted later (Schneider, 2016). Not to mention that, since it is produced at its finest quality and fit, it has no doubt that it has longer durability than the ready-to-wear products. Furthermore, post-production adjustments are all available to the bespoke tailored product since most of the processes involved are handmade so it is easier to adjust over time, especially on the hand of the tailor who served before. Then it is the total creative control, providing full opportunity to develop a truly unique individual-based garment like material, detail, and finishing.

Tailoring apparel with bespoke tailoring is unarguably the best choice for excellent quality, choices and accurate fitting but it does not apply to everyone. It requires greater time like weeks and months of production and fittings and exponentially expensive for more than a thousand dollars if to actually get one done (Schneider, 2016; Crompton, 2016). As mentioned earlier, it requires a lot of fittings and visits to actually be perfect yet the realisation to adjustments is typically about 6 months later.

Made-to-measure is a very unique concept of custom-making which shares moderate similarities with both bespoke tailoring and ready-to-wear's production concept but a step up from it (Crompton, 2016; Schneider, 2016). The entire process of made-to-measure begins with a salesman who collects information of the customer's body as in measurements and choices in cloth and style, and then the production will begin in a factory where it usually produces the ready-to-wear apparels. Note that, the production process usually takes up a few weeks and by the end of the day, the product will most likely be fit onto the customer's personal dimensions but in terms of 100% accuracy is typically rare.

Generally, the made-to-measure has a greater scope for personal expression of a consumer whereby the offerings for choices and alterations sometimes can be greater than bespoke and the clothes are often more original than what the bespoke can offer too. Not only that, most of the made-to-measure brands are closer to the ready-to-wear ones, providing more experimental approaches for new cloths and exclusives. Moreover, the made-to-measure has a slight approach to the immediacy of ready-to-wear in contrast compared with the bespoke which usually takes up months to finish the product. As important as before, it has a pretty close price point to ready-to-wear but slightly costly because of the inclusive of customisation component (Schneider, 2016) while significantly cheaper than bespoke which usually ends up with thousands of dollars (Crompton, 2016).

Conversely, the made-to-measure procedure may look simply perfect but due to the fact that it deals in simple adjustment in two-dimensional measurements, it cannot actually fit-in flexibly

(Crompton, 2016). Again, there are potentials that the made-to-measure end result may not be fulfilled as the consumer demanded since the person who was taking the measurement is rather a salesman than a tailor which supposed to be. Nevertheless, the quality for each made-to-measure product may vary from one to another since the providers are commonly different and the pattern or designs may also be very well inconstantly fit, building an obstacle to perfect fulfilment (Schneider, 2016).

1.1.2.2 Ready-made - Ready-To-Wear Apparels

Through the ages of industrial advancement, the manufacturing world has adopted Henry Ford's model of assembly lines seeking mass production which scale, repetition, and efficiency are being measured (Nagle, 2017). Correspondingly, satisfying the concurring trend of pre-made goods in a final form is available to be used instantly upon purchase. Furthermore, the term ready-to-wear (RTW) or Off the Rack (OTR) is known as the representative term to the ready-made in the apparel industry (Crompton, 2016). Importantly, the concept of ready-to-wear and off the rack is developed from tailor-made garments to fully standardised designs and sizes for mass production ("Ready-made vs tailored", 2017). This is to say, these items are commonly created with cut and style determined by the designers and supplied in various sizes from XS, S, M, L, XL to XXL which are commonly based on the morphology of their existing models to serve the vast majority of consumers.

"Ready to wear is a garment that you can buy in a shop, it just hangs there, and you could buy it as it is. It's intended to be worn immediately and hence, also called off the rack or ready to wear" (Schneider, 2016).

Ready-To-Wear apparel is almost everywhere in our daily lives. Its immediacy and affordability made it stand out in the apparel market (Crompton, 2016). Usually, the ready-to-wear apparels offer pre-made designs as much as generic sizes and specifications, providing complete simplicity for the consumer to take away or put it on immediately after purchase without further waiting or fitting. Not only that, the consumers can directly touch, feel, see and try it immediately to learn if the desire or specification is met on the spot before the purchase (Schneider, 2016). Additionally, due to the fact that ready-to-wear apparel is produced in the nature of mass production and is sold in quantity rather than quality, so the prices are commonly low and cheaper compared to the tailor-made apparel.

Nonetheless, ready-to-wear productions often do not have greater flexibility in terms of fabric standard, colour, stitching, sewing, and Et cetera. Thus, the consumer has to pick and choose the product from a limited range of options that are being available within a store and the personal expression is usually minimal (Crompton, 2016). Together with, ready-to-wear is pre-defined fit apparel meaning that the quality, detail, and construction are standardized and consumers will probably get into inevitable issues of fit (Schneider, 2016). By the same token, no matter how well the alterations being made, the altered ready-to-wear apparel will never fit perfectly to the consumer's body. Therefore, some ready-to-wear apparel makers rather spare some efforts as in applying some handwork components into their production to better differentiate theirs and the other ready-to-wear products.

1.2 Current Situation of Study

Textile and apparel trades have been one of the important trades in the world after the returned growth of trade value in 2017. China as the world’s largest trader that surpasses its yearly records to achieve greater trade value and the same goes for Vietnam as it is continuously targeting to rise as the leading exporter for the textile and apparel industry. Based on the information of the World Trade Statistical Review 2018 that released from the World Trade Organisation (WTO), global trade of textile and apparel industry had achieved the total export value of \$296.1 billion USD for the textile trades and \$454.5 billion USD for the apparel trades. Furthermore, the achievement of the new height signified an increment of 4.2% and 2.8% respectively in 2017 compared to the year-earlier (Lu, 2018).

Figure 1.1: Statistics: Global Apparel Market 2018 – 2022

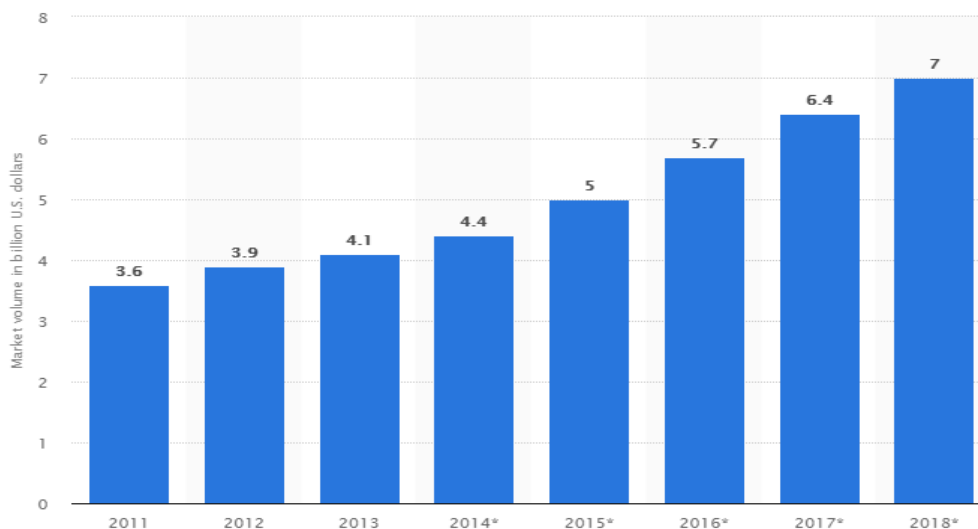


Sourced from Statistics: Global Apparel Market 2018 – 2022 (2018), Retrieved from FASH455 Global Apparel & Textile Trade and Sourcing: <https://shenglufashion.com/2018/02/18/statistics-global-apparel-market-2018-2022/>

According to statistical graph that reflects the country by country's value of their respective apparel market in the Figure 1.1 above, China has no doubt to have the world's largest apparel market with its value close to \$300,000 million USD in 2018 and forecasted to have up to \$325,572 million USD in the year 2022. Followed by the USA (United States of America) with the market value of roughly half its way from \$250,000 million USD to \$300,000 million USD in 2018 and forecasted to have slight increments to \$283,625 million USD in 2022. These are the two (2) significant market that represented the world's largest apparel market. The corresponding countries that follow have a much neutral growth rate except the India in which is believed to achieve 76,645 million USD by the year 2022.

Malaysians were considered as one of the best spenders for textile goods in the world. They spent almost a double or triple than today for new attires without further consideration, especially when it came to the yearly events like Hari Raya Aidilfitri, Chinese New Year and Christmas season (Farieza, 2017).

Figure 1.2: Market Demand of Clothing in Malaysia from 2011 to 2018 (in billion U.S. Dollar)



Sourced from “Market demand of clothing in Malaysia from 2011 to 2018 (in billion U.S. Dollar)” (2018), Retrieved from Statista: <https://www.statista.com/statistics/616418/malaysia-clothing-market-demand/>

Malaysia had healthy growth in terms of market demand for clothing needs back in the days without the change of nation-wide taxation. Based on the provided graph in Figure 1.2 above that sourced from the Statista.com, Malaysian healthy market demand for clothing had no doubt about its constant growth on 0.3 – 0.2 basis per year. Meanwhile, the following years of 2014 to 2018 were mainly forecasts that were made before the change of nation-wide taxation, thus the forecast might not be as accurate as it should be in reality. Therefore, the forecast assumptions were ignored for the sake of accuracy.

After the implementation of Goods and Services Tax (GST) on the 1st April 2015, all products were charged with an additional 6% tax throughout all Malaysia. Important to realise, even though the Sales and Services Tax was replaced but it was still existing in every product that was manufactured or imported before the 1st April of 2015. Generating a huge burden to many people whereby both SST and GST informally coexisted. In response to that, people started to deny and reduced the purchases of complementary goods (textile) while saved for the needs (apparel). As the impact of the GST just started to begin, things got even worse as the Ringgit Malaysia gone to a series of devaluation which caused terrible nightmare to almost every Malaysian within the same year (Wong, 2015).

Following the depreciation of Ringgit Malaysia, Malaysians' spending behaviour and consumer perception had changed. Many businesses especially the textile and apparel industry were badly damaged and the total demand from the consumers was tremendously decreased (Farieza, 2017). Since then, following the first change of the Malaysian government during its 14th general election on 9th May 2018, the abolishment of Goods and Services Tax became a reality which welcomed the reintroduction of Sales and Services Tax. Many thought the worse might have gone, but it remained.

Figure 1.3: Malaysia Total Textile and Apparel Trading (2006 – 2016)



Sourced from “Special coverage on Malaysia textile and apparel industry” (2017), Retrieved from United Sweethearts Garment Blog: <http://www.mweusg.com/blog/?p=13433>

According to the source available from the United Sweethearts Garment Blog in Figure 1.3, it further explained the after-effects before and after the implementation of Goods and Services Tax in Malaysia in terms of import and export value as well as the balance of gap between the two (2) activities. It is clear to see that the years before 2015 had much of the export value of clothing than the import value, gathering all of the positive value in Balance. Meanwhile in the years followed after 2015 had an opposite twist in which the import values of clothing were greater than the export value, generating greater negative value in Balance. Notably, the Goods and Services Tax enabled a greater extend for importers to feasibly import the clothing from foreign soil rather than manufacturing in local Malaysia, which explains the reduction in the growth of the export value of clothing. Important to realise that the market demand for clothing had not been in the state of decline but an increase in the sense that people were pursuing their clothing differently.

1.3 Problem Statement

Following the rapid growth of industry 4.0 in China, Vietnam, Bangladesh, and India, ready-made apparel is becoming more common than ever before. Consequently, risking the existence of many custom-made-based garment businesses which in time lead to the declining sales from various textile businesses like wholesaling and retailing that focusses on the local market. To say nothing of, supplying a huge range of textile products that are not constrained by the types of material is just what they do. Apparently, the current trend promotes a higher level of convenience rather than the traditional idea of durability (Rosli, 2018). Subsequently, the new trend has challenged the idea of product uniqueness and durability after the massive introduction of product standardisation (Schulz & Stark, 2019). Nonetheless, if the problem persists without a solution, many traditional garment businesses may have exponential difficulties in sustaining their business until being eliminated by the market itself. Notwithstanding, there are tailors who blamed the governmental decisions for the continuous drop in demand a couple of years ago (Farieza, 2017). In light of that, it is crucial to identify the true factors that are capable of founding a new solution to the suggesting problem before Malaysia enters into the cashless society and the full adaptation of e-commercial trades. Again, this study is aimed to found a reliable concept or perhaps an idea to the creation of such a solution that can potentially advise the businessmen to plan their new approach to the changing market with full compatibility to the new informational world.

In the meantime, this study will integrate some of the useful information from the Engel-Blackwell-Miniard (EBM) model of Consumer Behaviour theory and Kotler & Armstrong's 4 P's Marketing Mix theory. The major focus of these theories shall be an examination of the processes of how an individual reacts to the exposure of any information that regards their interest to influence and ultimately affects their purchasing intention based on the price, product, place, and promotion factors from the 4 P's Marketing Mix theory. As a whole, the suggested variables namely the perceived quality, perceived pricing, product safety, convenience, and attitude will serve as the main determinations to define a consumer's input, information processing, and decision

process procedure while consumer satisfaction shall be the driver to explain the post-decision-making process. Nonetheless, ethnicity and gender will also be the inputs that influenced by the Engel-Blackwell-Miniard (EBM) model of Consumer Behaviour theory.

1.4 Research Objective

1.4.1 General Objective

To analyse the factors that are affecting the purchase intention towards ready-made and custom-made products in the Malaysian textile and apparel industry.

1.4.2 Specific Objective

1. To identify the factors that are affecting the purchase intention towards ready-made and custom-made products in the Malaysian textile and apparel industry.
2. To estimate the relationship between perceived quality, perceived pricing, product safety and convenience towards the consumer satisfaction towards the ready-made and custom-made products in the Malaysian textile and apparel industry.
3. To determine the relationship between attitude and purchase intention of ready-made and custom-made products in the Malaysian textile and apparel industry.
4. To rectify the relationship between consumer satisfaction towards the purchase intention of ready-made and custom-made products in the Malaysian textile and apparel industry.

1.5 Research Questions

1. What are the major factors affecting the purchase intention towards the ready-made and custom-made products in the Malaysian textile and apparel industry?
2. Whether there is a relationship between the perceived quality, perceived pricing, product safety, and convenience and consumer satisfaction towards the ready-made and custom-made products in the Malaysian textile and apparel industry?
3. Whether there is a relationship between attitude and purchase intention towards the ready-made and custom-made products in the Malaysian textile and apparel industry?
4. Keen to know that the relationship between consumer satisfaction and purchase intention towards the ready-made and custom-made products in the Malaysian textile and apparel industry?

1.6 Significance of the Study and Research Gap

The prestigious significance of this study aims to record the possible change of trends that happens in the Malaysian textile and apparel industry by observing the consumer's purchasing behaviour. This action, in particular, is foreseeable to inform businessmen who may be concerned in this industry into further understanding the latest demand and how their strategies shall be reconstructed whenever necessary in order to follow up with the current trend of technology.

Accordingly, the completion of this research study is believed to be an important step to provide fellow Malaysian scholars to better access to such a unique area of study. There may have been some discussion regarding the ready-made or custom-made products but merely any of them were related to the textile and apparel industry. Being said, the records of such related study in Malaysia is lesser than expected. Hence, this research is significantly important to contributing greater knowledge into the Malaysian textile and apparel library so that future researches can further enhance from this paper.

By all means, this research approach is also predicted to benefit the wider range of Malaysian textile and apparel consumers to purchase their desired products at a much favourable effort. This is because every businessman will most likely work at their best to seek for profitable opportunity to gain the maximum profit from the consumers and every bit of clue to improve their business are just what they need. Nonetheless, every threat that challenges their profit-making opportunities will also be measured so that they can come out with some better strategies to maintain their customers. Consequently, as the competition grows, the market shall embrace new yet better offerings to their consumers that are deemed to be more favourable to the consumer than ever before.

Besides, this research is also predicted to benefit the national economy in terms of balancing and improving the gap between national export and import capability. By all

means, fellow Malaysian textile-related businessmen shall absorb the key potentials of the imported goods and learn the reasons of consumers for choosing them which in return shall ultimately attract more local consumers into purchasing local products. In time, this shall reduce the consumer's reliance on imported goods and if they are acceptable in a foreign land, they can also maximise the local export value.

Though this research is motivated by the work done by Schorman (1996) but it will not share the same approach to investigate the existing purpose. Not only that, the study will not be explaining much on the perceived value like what Hsu & Lin (2015) did back then but rather with the application of convenience factor. Furthermore, this study is also aimed to challenge the cultural differences in terms of attitude towards purchase intention like what had been suggested by Schivinski & Dabrowski (2014). Last but not least, consumer satisfaction will act as the mediating variable against the purchase intention which shall serve a greater role like what was suggested by Srivastava & Kaul (2014).

To say nothing of, purchase intention towards ready-made and custom-made products in the textile and apparel industry is an absolutely unique study where almost none similar researches can be seen in recent years of publication. Nonetheless, the main focus of this study is the impact of perceived quality, perceived pricing, product safety and convenience on consumer satisfaction together with attitude on purchase intention towards ready-made and custom-made products in the textile and apparel industry. To say nothing of, the founding of the proposed variables are also carefully assembled from two different theories, namely the Engel-Blackwell-Miniard (EBM) model of Consumer Behaviour theory by Engel, Blackwell & Miniard (2000) and the 4P's of Marketing Mix Theory from Kotler & Armstrong (2017).

1.7 Chapter Layout

This research study is categorised into five (5) different chapters. Each chapter will explicitly explain its intention according to its given title.

First and foremost, Chapter I will act as the first founding chapter of the study. Its primary role is to suggest and discuss the research background and the situation which leads to the construction of this research. Moreover, to maintain the consistency of the continuous expansion of this study, the problem statement was also been elaborately stated in the earlier section. Nonetheless, the research objective which contains the general objective and specific objective was both correspondingly explained in the aim to narrow down the direction of the study. Furthermore, since there were reasons to begin the research, so there would be questions followed after the reason. A list of research questions was constructed according to the research objectives. After that, the significance of study was also been made into the chapter to clarify the benefits and the gap of differences compared to the previous studies. Then, the conclusion is for the whole chapter.

When it comes to Chapter II, the literature review will serve as the main focus of the study. To say nothing of, the core objective of this chapter is to search all sort of relevant literature that comes in with theory or practices which may support the construction of the conceptual framework and the hypotheses, then ultimately transform that information into a solid idea and evidence. In this chapter, various literature-based sources will be discussed here, including the theoretical method. Among that, two (2) theories will be selected as the starting concept of this study. Then slowly moves into the empirical reviews of the study that aims to elaborately extract the important information from the previous research papers. Meanwhile, this attempt is also a key process to learn the way the previous researches used to reach their findings and what they had hinted in the recommendations. For each variable of the study will contain at least five (5) pieces of literature to support the construction of hypotheses. Other than that, demographic variables will have two (2) supporting

literature only due to the fact that the analysis for them will not be as complicated as the independent, mediating variable nor the dependent variable. Last but not least, there will also be a summary of empirical reviews that come in as a table format just to simplify the understanding of the finding.

Chapter III methodology will be the turning point of this research which is planned to discuss most of the pre-analytical measuring method for this study. Furthermore, within that particular chapter, the definition of various variables will be independently discussed in the early section. Following that, the conceptual framework will then be illustrated according to the proposed hypotheses and variables. With the framework provided, a list of proposed hypotheses will also be stated accordingly as the fundamental reference for the analyses to come. After that, there will be a discussion of research design which shall explain the design in the simplest way with where, when, who and how the research will happen. Correspondingly, it continues with the sampling design with the focus of elaborating on the sampling information. Once that is over, research measurement and construct measurement will then be defined respectively. Then, it will come into the moment where it shall decide most of the handling of data which to happen in Chapter IV. For those sections to come, it will cover the data collection, data processing and ultimately the data analysis. Last but not least, research methods of analytical measurements will also be discussed independently along with their meaning of implementation.

After that, Chapter IV data analysis will begin to exercise and of course generate the conclusive information to the whole research paper. At the beginning of the chapter, it will explain the summary of the data set through the descriptive analysis of statistics. Additionally, the result of the frequency analysis will also be discussed. Followed after, correlation analyses that are intended to suggest their correlation outcome through the tested hypotheses will also be covered. Then it shall also explain the reliability analysis to determine the consistency of data. Once that is passed, it will move into the discussion of Independent Sample T-Tests. Next, ANOVA and Multiple Linear Regression will play a significant role in this chapter whereby they are believed to

explain almost half of the relationship of the variables, ranging from independent variables to mediating variable. Together with, Simple Linear Regression will also have its place too, in which it shall explain the linear relationship of a couple of related variables. Last but not least, to confirm the test is valid without concentrated correlation to generate multicollinearity, a residual diagnosis will also be applied.

By the time it reaches Chapter V, that signifies the ending of the research study. For that chapter to come, it will be named as discussion, conclusion, and implications which primarily aim to conclude the entire chapter with sufficient discussions and implications towards the finding from the Chapter IV as well as how it may relate back to Chapter I, II and III. At the beginning of the chapter, it will provide a summary of statistical analyses that projects the finding of Chapter IV. Each individual analyses or tests that were used in Chapter IV along with the results will all be explained in a summarised way. Then, there will be a discussion of major findings regarding the matter of what has been found and how the supporting literature can be supported or vice versa. Then, it follows the discussion of the implications of the study that covers the theoretical implications and practical implications. After that, the limitation of the study will be explicitly mentioned and followed by the recommendation for future studies to come. Lastly, the chapter will end with a final conclusion to both the chapter and the research.

1.8 Conclusion

Chapter I had explained the purpose behind the proposed study as the whole to the situational research direction in numerous sections. First and foremost, it included the discussion of the study background along with the market potential as well as the explanation of both custom-made and ready-made products. Correspondingly, an explanation of the current situation of the study was composed of referable graphs. After that, problem statement and purpose statement was also being prepared to tell the lingering problem that was needed to be identified within this piece of work. Furthermore, the research objective has covered both the general objective and specific objectives. Accordingly, four (4) research questions were proposed and followed by the significance of the study that explained the consistent research direction. Last but not least, a chapter then briefly concluded. Following the end of this chapter, Chapter II will cover most of the literature-based information.

CHAPTER II

LITERATURE REVIEW

2.0 Introduction

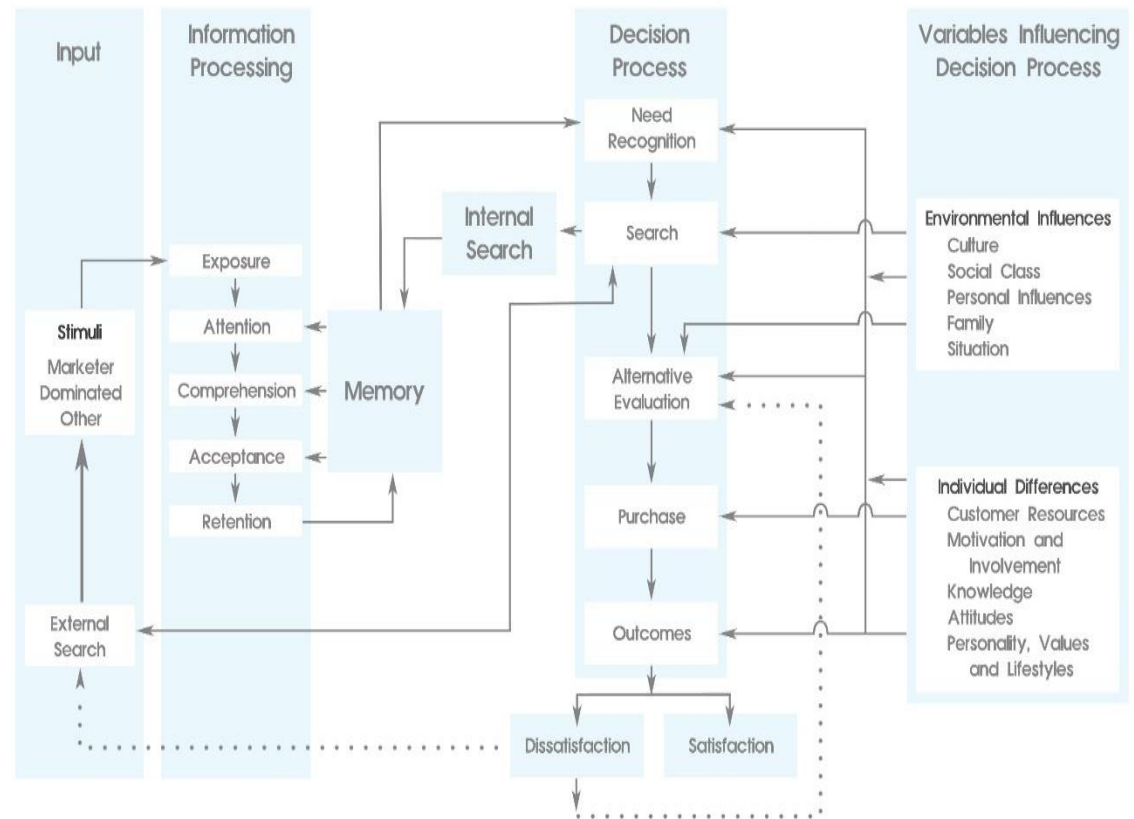
Chapter II will cover almost all of the literature-based information that shall provide sufficient supporting evidence to the study. To begin with, this chapter will cover the theoretical reviews based on theories of the consumer behaviour for purchase intention theory and 4Ps' of Marketing Mix Theory. Then, there will be an explanation of the empirical reviews based on the studying variables along with the construction of hypotheses. After that, all the authors, name of the literature, applied methods and the constructed hypotheses will be composed into a single summary of empirical reviews. Following that, the chapter will end briefly.

2.1 Theoretical Reviews

In-depth theoretical discussions will be discussed in this specific area. Precisely, it covers two (2) major theories that are determined to be the primary sources that define how this study is structured. First and foremost, the consumer behaviour for purchase intention theory discusses the information input, information processing, decision process and influencing variables. Followed by, the 4P's of marketing mix theory that explains the product, price, place, and promotion.

2.1.1 Consumer Behaviour for Purchase Intention Theory

Figure 2.1: Theoretical Framework for Engel-Blackwell-Miniard Model of Consumer Behaviour, 2000



Sourced from Melton, S. (2018). *Communications theory and buyer behaviour: Season 2*. Retrieved from Slide Player: <https://slideplayer.com/slide/12349717/>.

Figure 2.1 explains that Engel-Blackwell-Miniard (EBM) model is also often regarded as the consumer decision model which was originated as Engel-Kollat-Blackwell (EKB) model back in 1968 that developed and proposed by James F. Engel, David T. Kollat and Roger D. Blackwell themselves. For many years, many revisions and modifications have been applied in the aim to further explain and elaborate newer components to interrelationships between the mentioned components and the sub-components. Until today, this EBM model is still widely accepted by many scholars and even entrepreneurs.

Worth mentioning, EBM model of consumer behaviour theory is carefully selected and digested as the potential to operate as the fundamental source of theoretical guideline throughout the whole writing of this thesis after its discoverable detail of relevance in terms of sections of processes and alternatives to possibilities. The entire model is structured in four (4) sections namely the input, information processing, decision process and the influencing variables to decision processes (Engel, Blackwell & Miniard, 2000). Furthermore, each section holds relevant components to explain the cause and reason to other components that particularly lead and affect the decision process section which involves stages of recognition, search, alternative evaluation, purchase and outcome which later split into being satisfied or dissatisfied.

Though it may be complex and possibly be confusing to a certain group of people. By precisely understanding each of its flows and directions, it is nothing of complexity but rather sufficient information to readers to understand the consumer behaviour realistically. Furthermore, other models explained even more complex than this model of consumer behaviour but due to their exaggeration of elaborations and possibilities make them less general rather specification like Howarth Sheth model (Howard & Sheth, 1969), a model of industrial buyer behaviour and model of family decision-making. Meanwhile, other consumer behaviour models like Nicosia model (Nicosia, 1966), sociological model, input, process and output model and a few more show a more simplistic concept and thought but at the meantime they are seemed to be less supportive in certain aspects, possibly less persuasive to a realistic environment. Thus, this explains the reason Engel-Blackwell-Miniard model was chosen to further explain its position in this thesis writing.

2.1.1.1 Information Input

Engel, Blackwell & Miniard (2000) mentioned in Figure 2.1 that information input section viewed as the first section of the entire Engel-

Blackwell-Miniard model that explained most kind of scenarios that an individual can be exposed to through stimulus activities that triggered the awareness and behaviour to perform. Notably, these stimulus activities often explained by the marketing and non-marketing sources that involve either through the public media like an advertisement, personal selling, demonstrations, retailing and direct-sales of such or possibly an individual network like family, friends, and peers (Sahney, n.d.). It is important to realise this particular information input section has a direct influence on the information process that affects the decision-making process that comes after.

2.1.1.2 Information Processing

Every good or bad stimulus gathered from the information input section carries over to this information processing section. This section is mainly filtering those gathered stimuli and processes them into memory that leads to the opening component of the decision process section in Figure 2.1. Within this section, the information processing takes the stimuli through the process of consumer's exposure (information knowledge), attention (focus), perception/comprehension (capturing), acceptance and retention (retaining the knowledge) of information to long-term memory (Sahney, n.d.).

2.1.1.3 Decision Process

Decision process mentioned by (Engel, Blackwell & Miniard, 2000) that was the third section and also the core section for the entire model. Upon entering this section, a consumer is likely to have decisive information in his memory and is ready to recognise the problem, search for a solution, alternative evaluation, and purchase decision and; lastly the speculation of outcomes that leads to satisfaction or dissatisfaction.

Problem recognition involves the activities and opportunities to uncover the problem that a consumer faces while applying the information from the memory in search of information (a solution) to overcome the problem. Meanwhile, the search for information can also come in externally from the environmental influences as well as the external search. Followed by, the consumer then evaluates the possible alternatives while correspondingly getting impacts of possibly previous purchase experience and influences from external and internal variables, deciding the purchase intention. After that, the purchase decision comes in affected solely by the consumer's internal variable himself that decides whether the purchase is to be made or not. Lastly, is the speculation of the outcome (post-purchase) which determines how well the consumer is satisfied with the purchase or is he being dissatisfied. Furthermore, this outcome plays an important impact on the chances of return purchase and also play as a feedback on the first section (input) and of course shall impact the cycle again (Sahney, n.d.).

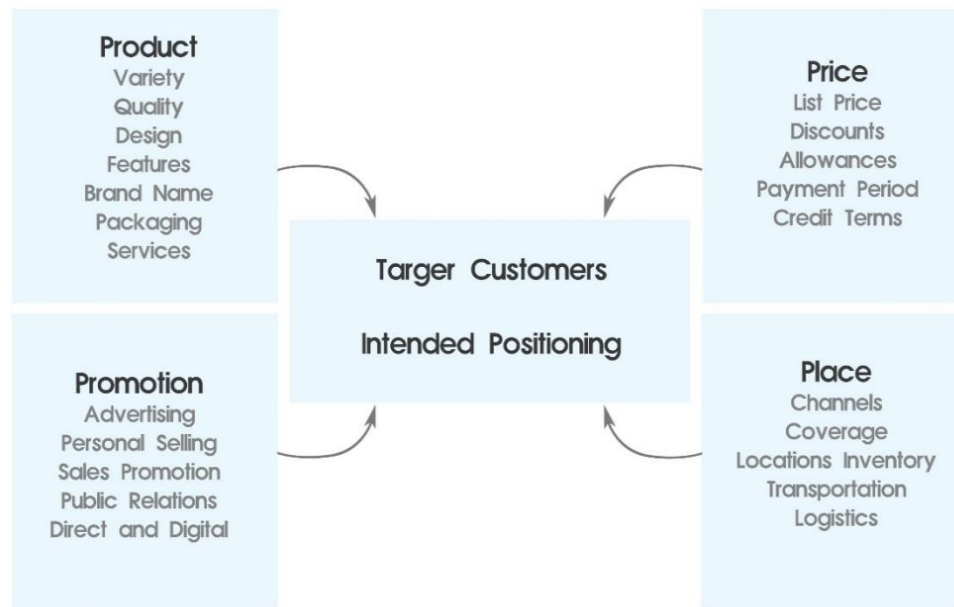
2.1.1.4 Influencing Variables

Influencing variables is the fourth section of the EBM model in Figure 2.1 that elaborates further into the components and factors affecting the decision-making process in the third section. To begin with, there are two types of driving variables influencing the decision-making process which are the environmental (external) variables and individual (internal) variables. Each holds a very distinctive degree of influences whereby the environment variables tend to explain more on the influences inbound from external factors like culture, social class, personal influences, family and situational events that are commonly surrounding the individual, while the individual variables tend to explain greater on the customer/individual resources, motivation and

involvement, knowledge, attitude, personality, values and lifestyles that are all about the inner individual himself (Sahney, n.d.).

2.1.2 4Ps' of Marketing Mix Theory

Figure 2.2: 4 Ps' of Marketing Mix Theoretical Framework



Sourced from Kotler, P., & Armstrong, G. (2017) *Principles of marketing*, p.78. Harlow: Pearson.

The marketing mix plays a very major role in today's modern marketing and it is believed that with careful planning on its details do make differences in approaching marketing in Figure 2.2. Furthermore, marketing mix is almost entirely a set of handful tactical marketing tools that a firm uses to generate responses they want in a specific target market by engaging the involving customers while delivering the value the customers need (Kotler & Armstrong, 2017).

2.1.2.1 Product

Product is the first to be discussed in the marketing mix (in Figure 2.2) as it means the goods and services one company is offering to its customers in the targeted market. A product, however, can either be tangible good with or without a physical presence or an intangible service that may involve physical thing that a consumer wants or needs (Kotler & Armstrong, 2017; Spacey, 2016). To put it differently, a product can be illustrated as a car, smartphone, flight ticket, software and a slice of cake while a service can be illustrated as a warranty, customer service, insurance, dining, room service, and transportation. Important to realise, a combination of product and service can provide a spectacular increase in a company's revenue, improved value and the relationship with the customers will get in closer too. To clarify, Dell sells its computers with built-in software as its product while providing a great degree of warranty for every purchase as its service to its customers.

2.1.2.2 Price

Price is the second consideration of this marketing mix (in Figure 2.2) as it describes the amount of money that involves for the buyer to pay in order to obtain the desired product from a seller. In most of the time, the pricing decision is made after the negotiated offering is established and both the buyer and seller are mutually agreed to the suggested price or term. Needless to say, pricing does make spaces for value and price competition and economic situation that narrow the buyer's perception of product value (Kotler & Armstrong, 2017). Furthermore, based on the information available from the Purely Branded's "the four Ps of marketing" (n.d.) the price determinations are believed to have a recognisable impact on the profit margins, supply, demand, and

marketing strategy of a business. Coupled with, the positioning of brand and product is to be placed differently based on carrying price point since price elasticity may affect the Place and Promotion of the marketing mix.

2.1.2.3 Place

Being the third consideration in Figure 2.2, the place holds a magnificent role after price that shall decide the success of any of the company activities as to establish their product availability to access to the target consumer (Kotler & Armstrong, 2017). Moreover, the article from “Purely Branded’s four Ps of marketing” (n.d.) mentioned that a “marketing is about putting the right product, at the right price, at the right place, at the right time”. Followed by, it is crucial to learn where and how a company place and deliver their product and service to their customer as well as how convenient the customer will be able to access and engage with them. For instance, Dell sells their computers directly to their customers online all across the world that ships by air or sea.

2.1.2.4 Promotion

Promotion is the fourth consideration of marketing mix (in Figure 2.2) that explains much on the activities that a company uses to disseminate the information of their product and service including the merits to persuade the target customers to buy (Kotler & Armstrong, 2017). Not only that, through promotion, it also tells the differentiations between a company’s product or service and another company’s product or service (“The Four Ps of Marketing”, n.d.). This process often involves promotional elements like an advertisement, public relations, personal selling, and sales promotion. For instance, Fords spent approximately \$2.5 billion every year on advertisement in the USA to tell their

consumers about their recognisable availability of products while providing a decent amount of benefits like sales, cash rebates and lower financing rate to their customers as added purchase incentives (Kotler & Armstrong, 2017).

2.2 Empirical Reviews

Various types of variables that come into the foundation of this research will be empirically reviewed according to the previously recorded literature. Notwithstanding, this particular section shall explain the anticipating effect of suggested independent variables into affecting the otherly proposed variables of mediating and dependent variables with sufficient evidence or otherwise clues. Moreover, socio-demographic variables will also be part of this review in the aim to suggest proper influence towards the dependent variable. Nevertheless, the information into reaching the same area of study that regards on the matter of the textile and apparel industry is somehow restricted by its availability in neither form. Hence, providing a huge challenge to potentially rely on the available facts as well as the difficulty to further sourcing-in greater knowledge.

2.2.1 Purchase Intention

Many theories had suggested the factors affecting purchase intention, significantly, this section will further elaborate on the information that had been proven by previous researchers. Determining which and how it can be manipulated by the researching variables of consumer satisfaction, consumer attitude, gender, and ethnicity.

First and foremost, purchase intention could be affected by attitude, and that is believed to be manipulated by corporate factors. According to Jung & Seock's (2016) interpretation, corporate CEO and corporate social responsibility might affect consumer's brand attitude and purchase intention. That, in particular, was recorded in "The impact of corporate reputation on brand attitude and purchase

intention”. It was a quantitative structured study which involved 212 participants that happened in the United States of America. According to their assessment from their study, brand awareness and perceived quality have significant effects on the brand attitude and purchase intention. Nonetheless, negative corporate reputation was also determined to bother the consumers’ attitude and purchase behaviour. Based on their given suggestions, it is clear to say that the consumers may be sensitive to corporate reputation in any way and possibly influence one business’s sustainability.

Besides, according to the suggested indication from 4Ps’ of Marketing Mix Theory, the pricing factor might have some impact on the purchase intention. But here is the question, how the consumer would react to a purchasing behaviour when both pricing and personalisation exist at the same time? To say nothing of, this area of interest can be referred to “Culture, product type, and price influences on consumer purchase intention to buy personalized products online”. A study researched by Moon, Chadee, & Tikoo’s (2008) to investigate the purchase intention that defined by personalised product varieties in the online selling situation. Accordingly, their quantitative study that involved 116 undergraduate and graduate students from the New Zealand university explored the factors that might affect the consumer purchase intention. Speaking of which, three (3) hypotheses were proposed which were the (1) “intention to purchase personalised products will be affected by individualism, uncertainty avoidance, power distance and masculinity dimension of a national culture”, (2) “consumers will be more likely to buy personalised search products than experience products” and (3) “intention to buy a personalised product will not be influenced by price premiums up to some level”. The result indicated that the consumer purchase intention would be affected by individualism as well as the potential to purchase the personalised search products. Though the price was unable to be significant to their study as indicated, made up the supportive assumption of the third hypothesis suggested no price effect up to some level. From this point, consumer purchase intention is possible to be affected by the

personalised products types in term of individualism and willingness to buy personalised search products but not defined by the price factor alone.

Engel-Blackwell-Miniard (EBM) model of consumer behaviour theory once mentioned, a decision is usually made after the processes of information. Hence, “Viral effects of social network and media on consumers’ purchase intention” that completed by Gunawan & Huarng (2015) is being investigated in an attempt to explain the effect of social network and media (SNM) towards the consumer’s purchase intention. Quantitative research was conducted with an active response of 118 over 200 respondents who were the college students in Indonesia. Notwithstanding, non-random snowball sampling method was applied that measured similar characteristics. Nonetheless, they explained that the participants were required to have primary experience in at least three (3) of the suggested SNM sites like Facebook, Instagram, Twitter, Youtube, and Pinterest. Besides, the tested variables were argument quality, attitude, behaviour intention, perceived risk, social influence, social integration, source credibility, the subjective norm. According to their findings, the structural equation modeling (SEM) shown no direct effect between social integration and subjective norm. Furthermore, the fuzzy-set qualitative comparative analysis (fsQCA) suggested that there was an effect on the purchase intention if the social influence and perceived risk were presented together. The authors made a very special attempt to test the consumer’s purchase intention through these combined social factors, hence provided a whole new dimension of consideration for many future studies to look into a similar area of interest. Needless to say, it was fascinating to see the interrelationship of social influence and perceived risk together could affect the consumer’s purchase intention.

Having to know branding might be something big which might affect the purchase intention, therefore, a study which was made by Shakil & Majeed (2018) is studied to further understanding the potential of branding. Additionally, the information was extracted from “Brand purchase intention

and brand purchase behavior in Halal meat brand”, that described the impact of brand perceived quality on brand purchase behavior and intention. Their conducted study was achieved with the application of quantitative measurements that responded with 217 respondents in return which specifically aimed to study on the Islamic market. According to their findings, all mediating variables suggested Halal brand image, satisfaction, brand trust, and brand loyalty were all proven to have a positive impact on the brand purchase intention except the brand perceived quality. In light of that, brand perceived quality maybe not an important factor to impact the consumer purchase intention in the religious perspective. Rather, trust and brand image come better into explaining the consumers’ purchase decisions.

Back to the 4Ps of Marketing Mix Theory, product value is believed to have some influential effect on the purchase intention. In order to suggest a clearer statement, an answer will be uncovered from the study made by Wang & Hazen’s (2015) in “Consumer product knowledge and intention to purchase remanufactured products”. The objective of their study was to discuss the possibilities in realising the full potential value from remanufacturing. Their research into the ambitious study was taken place in China with the quantitative methods that involved 264 participants in their questionnaire surveys in order to complete the research. Nonetheless, their result revealed both the presence of positive and negative influences were affecting the purchase intention. In which the positive influences were mainly from the perceived value, while the negative influences were from the perceived risk. Accordingly, the perceived value could be explained by quality knowledge, cost knowledge and green knowledge. Then the perceived risk would be explanatory by the quality knowledge and cost knowledge. Their study showed clear insight into how the positive perceived value and the negative perceived risk could affect the purchase motivation in the remanufacturing market. Nonetheless, that also explicitly illustrated an idea of how remanufacturers could develop better

management policies and marketing strategies to strengthen their ability to market.

2.2.2 Perceived Quality

The foundation of quality relies on the existence of features, characteristics, ability, and functionality of a product or service (Nanda, 2005). In particular, quality is a very extraordinary discussion to be made upon.

To begin with, the first test of the relationship between perceived quality and consumer satisfaction starts with the investigation made by Karki & Panthi (2018) regarding the discussion of the responsibility of quality, price, and ambiance and service quality for customer satisfaction. Their study information can be found in “How food quality, price, ambiance and service quality affects customer satisfaction: A study on Nepalese restaurants in Finland”. Accordingly, their study research was built on a quantitative basis that included both the primary and secondary methods for data analysis. Accordingly, the non-probability convenience sampling technique was applied that followed by 65 samples who reviewed through the distribution of survey questionnaires. Their questionnaires were prepared by online Google docs’ forms. Since the sampling method was a convenience sampling technique, so the response rate was immeasurable. Based on their final findings, they proposed that all of their suggested variables included price, ambiance, product quality, and service quality had a positive association towards customer satisfaction. The literature had many good points to explaining the idea of customer satisfaction which could be one of the best literature to explicitly define the customer satisfaction but due to the fact that it had a very small sample size, thus the security to rely on the provided facts were scientifically low. Nonetheless, the result and information within the literature were suitable for start-up researches as it had a significant amount of idea to begin with that could also be worked as a guideline and reference to the other studies. Important to say, their literature

had explained the solid fact of the relationship between quality and customer satisfaction. Thus, the literature would play a role in supporting the proposed hypothesis.

Following that, there is another study from Ismail, Nirwanto, & Triatmanto (2016) who attempted to test the product quality and price on customer satisfaction along with the mediating role of customer value in which should positively affect the customer satisfaction. Their study is called “The impact of product quality and price on customer satisfaction with the mediator of customer value” which was completed in Indonesia with the use of a quantitative method which involved the total number of respondents of 110. Assuming their population was the customer of toothpaste product who was more than 17 years old. Notwithstanding, questionnaires were distributed for data collection with the simple random sampling method. Moreover, Structural Equation Modelling was also used as a means of inferential statistics. Throughout the entire research attempt, they concluded that the pricing and both the customer value and consumer satisfaction had a valid relationship. Their literature has been valuable research that explained many realistic matters that came to the consideration of quality. Not only that, they attempted to learn how the perceived quality is judged by the consumer and how the expectation reveals the degree of product quality being satisfied by the consumers. In particular, they mentioned that the perceived quality is determined by the consumer expectation, meaning that if the product successfully meets or surplus the consumer expectation, it would make it a quality product but if it fails, the product might be viewed as a lesser quality product. Furthermore, they said the qualification of the product is good or bad was determined by the ability of a company to satisfy the consumer’s expectation.

Furthermore, the related study was also carried out by Subramanian, Gunasekaran, Yu, Cheng, & Ning (2013) who had focussed on the measurement of traditional service and e-service quality towards consumer satisfaction in China. Their study was named “Customer satisfaction and

competitiveness in the Chinese e-retailing: Structural equation modeling (SEM) approach to identify the role of quality factors”. It was a quantitative study was assumed as they collected their data through the distribution of questionnaires. Furthermore, a simple random sampling technique was also mentioned as their various Chinese social media. Accordingly, the reported response rate was 23.2% that came in with the responded feedbacks of 323 but due to the missing data and errors, their sample size was reduced to 162 valid respondents. Based on the result they revealed, the relationship of either service quality or e-service quality had positive ties towards consumer satisfaction. In their literature, the authors seamlessly tried to explain the service quality effectively by differentiating the service quality into two (2) as one being the service quality or often viewed as the traditional way and e-service quality as a whole new approach that defines most of the intangible aspects that begins with the e-retailer image and credit. Together with, the authors explained that e-service quality explained better in personalisation option, customer loyalty, customer control and purchasing experience than the traditional service quality as it could hardly practice.

Similarly, Gocek, Kursun, & Beceren (2007) studied the differences in product quality and service quality when they came into the role to maintain customer satisfaction. To say nothing of, their study is available as “The perception of customer satisfaction in textile industry according to genders in Turkey”. Their research was notably conducted in Turkey with the application of the quantitative method. Along the process, their research involved the distribution of questionnaires with the sample size of 142. According to the result, they concluded with the fact that greater significance on service quality could be affecting consumer satisfaction rather than product quality. Further proving the fact that service quality came in greater than product quality in order to secure consumer satisfaction. Throughout the entire reading of their literature, there was a couple of incomplete information that should have been existed for the reference. For instance, the sampling technique and the sampling group were the

primary information that was widely referred by many scholars and researchers due to the fact that this information might help them to prove certain possibilities like a hypothesis. Nonetheless, there was some practical information that worth looking into. For instance, they explained that product quality is determined by how the product fit into its purpose and service quality was referred as the approaches to satisfy the consumer by the definition of being perfection and excellence in perception. Correspondingly, they added the greater the service quality does impact consumer satisfaction and consequently customer loyalty and greater profitability.

Other than that, the research conducted by Mirabi, Akbariyeh, & Tahmasebifard (2015) in “A study of factors affecting customers purchase intention” was chosen to be included in this section. The decision is made to explain the tested relationship between quality and purchase intention. Nonetheless, the construction of the relationship did not make before understanding the importance of satisfaction factor. Their literature was completed as quantitative research that was conducted in Iran which involved the process of creating questionnaires and also distributing them. Accordingly, a simple random sampling technique was used. Based on the provided result in their research, the relationship between the product quality and purchase intention was positively explained and indicated that the product quality affected the behaviour of a consumer to make purchases. As a whole, the quality factor might influence satisfaction and then the purchase intention as the last. Thereafter, the construct of H_1 which explaining the relationship between perceived quality and consumer satisfaction is constructed as follow:

H_1 : There is a relationship between perceived quality and consumer satisfaction.

2.2.3 Perceived Pricing

Being one of the main components from the 4Ps' Marketing Mix theory, pricing factor is widely recognised as an important factor in defining a business success (Kotler & Armstrong, 2017).

First and foremost, the study into the relationship between perceived pricing and consumer satisfaction begins with the study made by Karki & Panthi (2018) in "A Study on Nepalese Restaurants in Finland: How Food Quality, Price, Ambiance and Service Quality Effects Customer Satisfaction". They discussed the responsibility of quality, price, and ambiance and service quality for customer satisfaction. Their study research was built on a quantitative basis that included both the primary and secondary methods for data analysis. Accordingly, the non-probability convenience sampling technique was applied and reviewed through the distribution of survey questionnaires. Since the sampling method was a convenience sampling technique. Based on their final findings, they proposed that all of their suggested variables that included price, ambiance, product quality, and service quality had a positive association towards customer satisfaction. The literature had many good points to explaining the idea of customer satisfaction which could be one of the best literature to explicitly define the customer satisfaction but due to the fact that it had a very small sample size, thus the security to rely on the provided facts were scientifically low. Nonetheless, the result and information within the literature were still worthy to start-up researches as it had a significant amount of idea to begin with that could also work as a guideline and reference to the other studies. According to the result, the relationship between price and customer satisfaction were solidly proven. Hence, the reference of their study was solely supportive of the proposed hypothesis.

After that, Dwyer (2015) also investigated in the price, perceived value and customer satisfaction at the restaurants in the United States of America. She recorded work is called "Price, Perceived Value and Customer Satisfaction: A

Text-Based Econometric Analysis and Reviews” which was a quantitative study in nature. Furthermore, the data was primarily extracted from the texts in the reviews and were put into analysis afterward. The explanatory result showed that there was a relationship between the price-level to consumer satisfaction as the satisfaction is greatly correlated to a specific situation and the explanatory approach cannot fit in all situations. Based on the article, greater satisfaction could be achieved at a different time per day in different price-level of the restaurants. For instance, greater satisfaction can be seen in inexpensive lunch, dinner at an expensive restaurant and breakfast at much moderately-priced restaurants. Thus, this further proven the existing relationship that price is able to affect consumer satisfaction. The author made very interesting literature that covered a huge depth of information to the measurement of customer satisfaction which most of the literature were lacking. Correspondingly, with the coverage of satisfaction through various levels and differences in time and value to spend in restaurants made it one of the most important reliable sources to conduct this study.

Then, there is another study which came from Ismail, Nirwanto, & Triatmanto (2016) who had attempted to test the product quality and price on customer satisfaction along with the mediating role of customer value in “The impact of product quality and price on customer satisfaction with the mediator of customer value”.

Their study was completed in Indonesia with the use of a quantitative method which involved the total number of respondents of 110. Assuming their population was the customer of toothpaste product who was more than 17 years old. Notwithstanding, questionnaires were distributed for data collection with the simple random sampling method. Moreover, Structural Equation Modelling was also used as a means of inferential statistics. Throughout the entire research attempt, they concluded that the pricing and both the customer value and consumer satisfaction had a valid relationship. Nonetheless, the authors

suggested that customer value is the trade-off to benefit and cost and it can be effective to consumer satisfaction. Correspondingly, pricing was explained to have a better effect if the product quality and pricing are collaborating together to offer greater customer value that should maximize the satisfaction aspect. Their research had contributed a resourceful explanation regarding the pricing factor. For instance, they had extensive research into the impact of price on customer satisfaction which explained the definitive role of price as it is sacrificial in order to obtain a product or service like in many studies. Not only that, the elaboration on the pricing as the exchange value for benefits further solidified the realistic phenomena in the real world. Last but not least, the suggestion of the influential effect of price fairness might affect the willingness of a consumer to purchase further proven the value of their research effect, made it one of the most important resourceful literature to support the proposed hypothesis.

Following that, there is an interesting study from Engler, Winter, & Schulz (2015) who approached the way the pre-purchase expectation and performance affected the product rating and the proposed determination of consumer satisfaction in the “Understanding of online product ratings of a customer satisfaction model”. Their study was conducted in Germany that involved the application of a quantitative method which measured two datasets that were collected from the German website of Amazon.com. Correspondingly, they produced from the top manufacturers in the RepTrak[®] 100 and most importantly the proposed products had their product rating available online. Furthermore, the authors proposed that structural equations were used to make their research model. Throughout the whole research procedure, the authors ended up with the conclusion that stated that both the expectation and performance did positively affect the product rating. However, they explained that the customer satisfaction model of online product rating had better explanation towards the score of ratings that should depend on the customer expectation and the product performance. Precisely, the expectation included the factors of scores of previous rating, price and brand reputation.

There was no question to doubt the creativity of the authors after their unique approach to test the customer satisfaction like none before; as they tended to argue the potential measurement of customer satisfaction was far greater than the traditional quality-centered explanation. Their effort to conduct the research had significantly provided a whole new dimension of knowledge that many researchers could investigate further.

Last but not least, in the “Influence of price and quality to customer satisfaction: Neuromarketing approach” that was made by Dapkevicius & Melnikas (2009) showed the evidence of influential factors liked as product price and quality towards customer satisfaction. Their empirical literature-based study was conducted in Lithuania and it involved two study cases that contained differential qualitative information. According to the result, price and quality were the important determinations to customer satisfaction. The reason to look into their work was particularly aimed to find supportive facts in the way to constructing the hypothesis. Though many researchers might have gone through the relationship of the proposed hypothesis the considerations that prepared by these authors made a few interesting insights. First and foremost, the existence of irrational information that was built on unreliable information caused unfairness in a complex market. Secondly, the level of quality might not be explanatory to customer satisfaction as it could be influenced by over-weighted information. Thirdly, the price was as the indicator of product quality to result in expectation and determine satisfaction. The fourth was the existing relation of quality and satisfaction. The fifth was the concentration on price when making marketing decisions. Accordingly, this information had proposed sufficient evidence into the making of H₂, which will be the relationship between perceived pricing and consumer satisfaction as below:

H₂: There is a relationship between perceived pricing and consumer satisfaction.

2.2.4 Product Safety

Kotler & Armstrong (2017) once mentioned, product safety is explainable after product quality or functionality including the presence of risks which may harm the users if faulty. The first literature to be discussed is “Service quality and customer satisfaction of a UAE-based airline: An empirical investigation” that accomplished by Hussain, Al Nasser, & K. Hussain’s (2015). Their intention of the study was to investigate the possible relationship among the service quality, service provider image, customer expectations, perceived value, customer satisfaction and brand loyalty in a Dubai based airline. Their study was achieved with the application of the quantitative method in Dubai, UAE that involved the distribution of questionnaires to the samples. Correspondingly, the sampling method that they applied was the judgment sampling method. The final sample size after their majority deduction came to a total number of 253 with a response rate of 84.3%. According to the result, they suggested that there were relationships between service quality, perceived value, and brand image and customer satisfaction. Nonetheless, the safety factor was one of the main dimensional factors that explained the effectiveness of service quality in their research. Hence, the authors suggested the necessity to consider the application of six dimensions of service quality in the airlines’ operative routine. The literature had an empirical idea mentioned in their conceptual models, especially the model of service quality dimensions and airline customer satisfaction model that particularly explained the detailed factors that may affect the respective dependent variables. The six dimensions of service quality were particularly astonishing when it came to the interpretation of service quality as it could mean many things through different perspectives.

Then, it is the study made by Anwar & Bach (2016) which examined the importance of product safety for being one of the key elements in product or service quality that believed to enhance consumer satisfaction. Their study was recorded as “Factors that affect and enhance customer satisfaction”. Critically,

their study was a quantitative study since they had involved in distributing questionnaires. Based on the result provided by the authors, consumer satisfaction can be affected by many factors especially perceived quality because of its attributes. Notably, product safety was mentioned as one of the key attributes of product quality that further explained the possible linkage to consumer satisfaction indirectly. Their work of study had a very clear model to an explanation regarding the influential factors that were affecting customer satisfaction. Precisely, they were the marketplace, product quality, price quality, service quality, customer loyalty, and customer expectation. Not only that, but the authors also provided facts that might affect the product quality too that came in as product safety, reliability and quality of design. The prepared literature is no doubt to have very detail concepts and possibly supportive backbones to many future studies to come.

After that, the study from Marakanon & Panjakajornsak (2017) explained product safety as one of the factors in a six-dimensional construct to explain the perceived quality together with performance, durability, attention, worthiness, and reliability. The study was named "Perceived quality, perceived risk and customer trust affecting customer loyalty of environmentally friendly electronics products" that completed in Thailand with the used of a quantitative method for distributing questionnaires to 420 respondents. Accordingly, they used the purposive sampling method for data collection. Nonetheless, the authors discovered an explanatory result that proved the direct interaction and relationship between the perceived quality which included product safety to perceived risk, and this particular perceived risk did affect customer loyalty and satisfaction. Indicating that there was a possible linkage between product safety and consumer satisfaction but not in a direct manner. Their work of research contributed a significant effort to explain the influence of perceived quality to perceived risk and customer trust that indirectly made up the idea of the possible relationship between product safety and satisfaction.

Unlike the previous literature, “Consumer approach to the quality and safety of textile products. Part 1, quality of textile products from the point of view of consumers” is selected to explain a whole new approach to the study with the aim to discuss from the point of view of consumers. The study was made by Salerno-Kochan (2008) in the Malopolska region of Poland that responded with a quantitative method at the total sample of 242. Moreover, the authors suggested that the questionnaires were prepared to ask 17 characteristics of perception which related to the quality of textile products through the 7-level Likert scale. Following that, the analyses they used were descriptive analysis and principal component analysis. However, the literature could have been more detailed in terms of the sampling method and the response rate that should effectively explain the interest of participation behind the surveys. Accordingly, the result revealed the important ties between the safety of use and product healthiness to discuss the quality of the textile product. Nonetheless, the literature may not be the more perceive one to explain the construct of hypothesis between product safety and consumer satisfaction but it managed to explain the influence of demographic factors such as gender and age may alter the interest of participants to survey questionnaires. Correspondingly, they reported that female respondents and the younger respondents (under 30 years old) were more interested in their survey effort, making this a very good idea for many future studies to extensively plan a better approach to attract the interest from the male and older respondents.

The other indirect source which was found that could have a recognisable relationship between product safety and consumer satisfaction is the study made by Lin, Li, & Tsay (2015), “An investigation of the relationship between customer satisfaction and loyalty on the brand image of Taiyen’s products - A case study of the customer in Pingtung Area”. The authors approached the investigation of the relationship between customer satisfaction and loyalty on the brand image of a specific brand. Based on the referable fact, the study was conducted in Taiwan with the use of a quantitative method that involved the

distribution of questionnaires. Apparently, due to the consideration of being convenient for the respondents to participate, the authors used a convenient sampling method. According to the suggested result, safety factor could be the determinant factor to link the relationship between the brand image and customer satisfaction since they had scientifically proven the existing ties of these two hypothesised variables that had included the safety factor as one of the factors in the brand image variable. Due to the fact that there are not many of the topics to independently test the relationship between product safety and consumer satisfaction, making reference to the proposed hypothesis a difficult task. Throughout the entire journal, it has nothing to explain about product safety but its safety aspect was seen as a perception that should explain how the customers perceived it as a brand image. Following the understanding from various sources, a hypothesis called H₃ is constructed to test the relationship between product safety and consumer satisfaction as below:

H₃: There is a relationship between product safety and consumer satisfaction.

2.2.5 Convenience

“What consumers want to experience from the moment they enter the store until they leave the store?” (Srivastava & Kaul, 2014). Srivastava & Kaul (2014) had potentially investigated the impact of convenience and social interaction to the customer experience in “Social interaction, convenience, and customer satisfaction: The mediating effect of customer experience”. The study was conducted in India with the application of the quantitative method of data collection from the department store shopper. Accordingly, the sampling method they used was a systematic sampling with the sample size 840. The reported result explained the validity of the relationship between convenience and customer satisfaction. “What consumers want to experience from the moment they enter the store until they leave the store?” is no doubt to be the greatest insight for this literature. The authors made a very good starting point

to question and most importantly tried to understand the attitude of the customers at the moment before they shop. This question is definitely a very important key question to understand by many researchers and also the shopkeepers too.

After that, the study from Turhan & Özbek (2013) suggested convenience could potentially improve consumer satisfaction in “Factors affecting consumers’ behavioural intention towards apparel stores: A test of the mediating role of brand satisfaction”. Their study was tested through the measurement of the quantitative method which involved the consumers from the apparel shoppers lived in Istanbul. 533 responded as the total returned surveys from the participants that explained in the total response rate of 92%. Furthermore, the sampling method they applied was a simple random sampling. Based on the achieved result, there was an effective relationship between the store’s payment circumstances and the customer satisfaction level. Precisely, they mentioned that female customer was the primary explanatory factor to payment condition rather than the males.

Benoit, Klose, & Ettinger (2017) explained the importance of different dimensions of service convenience together with the search for mediators between the convenience and satisfaction in “Linking service convenience to satisfaction: Dimensions and key moderators”. Their study was conducted in Western Europe with the application of quantitative mail survey technique for data collection. Based on the provided result, the relationship between convenience and customer satisfaction was proven valid in which is supportive of this study. Their study had greatly proven many possibilities in terms of factors that were affecting customer satisfaction and that greatly improved the efficiency to conduct similar future studies. In particular, the authors approached the study with psychological moderators that involved time pressure, shopping enjoyment and sociodemographic moderators such as age, income, and household size. Though for all the analyses, the age moderator

appeared to be unsupportive as in the impact was equally strong for older and younger customers. This literature is seen to be resourceful especially the discussion about the influences from demographic factors.

Pham, Tran, Misra, & Maskeliūnas (2018) described the increasingly popular trend for e-commerce greatly increased the demand of convenience to influence the repurchasing intention in “Relationship between convenience, perceived value, and repurchase intention in online shopping in Vietnam”. The conducted study was achieved in Vietnam through the mixed method of data collection that included qualitative and quantitative approaches. Precisely, the qualitative method was applied to measure the department interviews and the quantitative method for testing (Cronbach’s Alpha) and analysis (Exploratory Factor Analysis). Along with that, the survey was constructed to measure through the basis of 5 points Likert Scale. The sample they used in their study was 230 with the male respondents been the most (132). Furthermore, a convenience sampling method was also applied during their data collection process. According to the proposed result, the relationship between all five dimensions of convenience and repurchase intention was indeed influential with the mediating factor of which the perceived value. The authors approached the convenience in five dimensions, explainable through access convenience, search convenience, evaluation convenience, transaction convenience and possession/post-purchase convenience. Notwithstanding, this extensive elaboration significantly enabled many directional assumptions as well as efficiently brought up the fundamental considerations that the other researchers could be missing off. The mention of five dimensions of convenience effective simplified the effort to learn the basics of convenience, making the literature an interestingly important material to study for the relationship between convenience and purchase intention.

The study completed by Gupta (2015) in “Effect of shopping value on service convenience, satisfaction and customer loyalty: A conceptual framework”

explained the needs of convenience especially the service experience that evaluated by the consumers is becoming greater as it follows the changing socio-economic trend. This literature was in order to come out with a wholly composed literature for this study. Nonetheless, this literature worked as a supportive resource to what mentioned in the previous literature review. According to the author, a mixed method of quantitative and qualitative measurements was involved during the process of making in her study that held in India. Though the author had not practically conducted a research study by herself, making this literature a less practical one but part of the literature is definitely worth a study. Specifically, the 5 dimensions of convenience that explained a wide range of considerations to convenience were interestingly elaborated. Firstly, as the decision convenience which should involve consumer's perception of their time and effort to conduct decisions. Secondly, access convenience which involves time and effort to get to the product or service. Thirdly, it is the transaction convenience that determines the time and effort to affect a transaction. Fourthly, benefit convenience that explains time and effort to participate in the core benefit. Fifthly, post benefit which involves perceived time and effort to reinitiate the contact with seller for benefits after the benefit stage of service. Not only that, but she mentioned also the shopping value that included the utilitarian value and hedonistic value that might influence the service convenience that went to satisfaction and customer loyalty. Her study was assumed to be worked as a fundamental concept for many future studies to come. According to the literature, a hypothesis H₄ is made to test the relationship between convenience and consumer satisfaction as below:

H₄: There is a relationship between convenience and consumer satisfaction.

2.2.6 Consumer Satisfaction

Satisfaction is a measurement to scale the happiness of a customer when dealing with a business entity as that depends on the perceived product or service performance (Kotler & Armstrong, 2017). The relationship between consumer satisfaction and purchase intention had been proven in many works of literature throughout the time. The first literature to explain this relationship is the study conducted by Seiders, Voss, Grewal, & Godfrey (2005) in an attempt to promise the existence of the relationship between the customer satisfaction and repurchase intention with the existence of moderators through their study that “Do satisfy customers buy more? Examining moderating factor influences in a retailing context”. This careful study was conducted in the United States of America that involved quantitative measurements in data collection procedures. Precisely, the researchers co-operated with a national retail chain with approximately 100 North American outlets which sold own brand of upscale women’s apparel and home furnishings. Furthermore, the cooperation enabled the researchers the ability to come closer to the customers after the company’s effort to offer a \$20 coupon to customers who responded to the questionnaire. Not to mention that the respondents to selection were all randomly selected by the company. However, the response rate was unlikely to be satisfactory as it was 32% for e-mail and 37% for the postal mail. Based on the result finalised by the authors, it was suggested that the relationship between consumer satisfaction and repurchase behaviour was greatly influenced by convenience, competitive intensity, customer involvement, and household income. After the reading of this literature, it has come across the knowledge to know the opportunity to cooperate with a larger entity and the application of dividing a larger sample size. This article provided much useful information that can be applied in future studies. It is no doubt to be very handy literature to begin from for this particular variable.

Following that, there is a study from Mehmood & Shafiq (2015) which corresponded to the impact of consumer satisfaction towards the purchase intention in the mobile phone industry. Their literature is called “Impact of customer satisfaction, service quality, the brand image on purchase intention”. It was conducted in Pakistan after the discovery of progressive improvements and efficiency of mobile phones. This study happened in a quantitative way that involved the distribution of questionnaires that were created based on the 5 Point Likert Scale concept to a total sample size of 120. Accordingly, the authors suggested that the response rate was 100% from the IUB DMS student Ranger campus Bahawalpur. Nonetheless, the results were achieved with the application of correlation and ANOVA analyses. The results that were proven by the authors suggested that there was a direct relationship between customer satisfaction and purchase intention. Thoroughly, the entire literature was astoundingly fascinating to study. As a matter of fact, the authors made full use of previous studies and researches as the backbone of theirs. For instance, they specifically applied service quality rather than product quality that is widely explained to be more important than product quality. Not only that, this literature is definitely a reliable source to rely on for many future studies as it was able to show the proven facts directly and precisely.

Not only that, another study from Saleem, Ghafar, Ibrahim, Yousuf, & Ahmed (2015) also discussed the relationship between consumer satisfaction and product perceived quality with the purchase intention combined. The study is called “Product perceived quality and purchase intention with consumer satisfaction” Which was conducted in Pakistan as a quantitative study with 130 questionnaires been distributed to the respondents and with 122 reported to be received. However, the questionnaires were designed to measure 5 Likert scales that contained 13 items in 3 independent variables. Furthermore, the data was told to be collected through the cross-sectional technique from the students. Based on the provided result, all the proposed hypotheses in which included the product perceived quality and customer satisfaction towards the purchase

intention were accepted. Moreover, the precise explanation of the importance of quality as it is an important contributor to customer satisfaction happened in Pakistan caught my interest. This is a fascinating fact, and this may be relevant to the Malaysian situation since the local market is primarily a Muslim market too as it is in Pakistan. The suggested fact is definitely worth a study in order to prove the reliability and suitability in the Malaysian market.

To effectively understand the possibility of satisfaction could enhance the repeat purchasing behaviour, Hsu, Chang, & Chuan (2015) had deliberately proved the statement in their work called “Understanding the determinants of online repeat purchase intention and moderating role of habit: the case of online group-buying in Taiwan”. The entire study was held in Taiwan with the method of quantitative approach that involved 246 respondents who were the consumers of Groupon into their test subject. Though, the sampling method which was supposedly mentioned by the authors was never been found in their journal assuming it as a dropout. Furthermore, the result which was revealed by the authors explained that there was a significant connection between satisfaction and trust, perceived value, confirmation and website quality. Ultimately they proved the greater influences of trust and satisfaction towards the repeat purchase intention which explicitly explained for the low-habit customers. Nonetheless, the literature they tried to explain offered limited important explanations as to how they define the low/high-habit subgroup and the sampling method they used. Thoroughly, the authors managed to provide a decent quality to explain the relationship for the satisfaction towards the repurchase intention which is sufficiently valid to support the proposed hypothesis.

Nevertheless, in “What drives purchase intention for paid mobile apps? – An expectation confirmation model with perceived value” completed by Hsu & Lin (2015) explained the purchase intention for paid mobile applications with perceived value and it came closer to studying the user’s purchase intention on

paid applications. This interesting literature was done in Taiwan and the data was collected in a quantitative way. Like many quantitative studies, it involved web-based online questionnaires which primarily posted on heavily trafficked websites for 45 days. No doubt it was a non-list based random sampling method. Furthermore, the researchers also provided gift certificates that worth NT\$200 if the participants did fulfill the prompted survey. Nonetheless, the response rate was hard to be told since the questionnaire was entirely web-based. Hence they yielded a total number of 507 usable responses as their total sample size. Based on the provided result, they confirmed the positive relationship related to the perceived value and satisfaction towards the purchase intention to paid-apps. This literature is ambitious as it intended to explain the stages of pre-purchase and post-purchase determinations. Notwithstanding, this approach might be complicated but it clearly conceptualised the possible variables that would affect the purchase intention. Many variables were put into the test directly or indirectly which involved satisfaction as the mediator towards the purchase intention. The overall study is worth the reference and it should be very resourceful literature to the backbone of this study. Therefore, constructing the proposed hypothesis H₆ between consumer satisfaction and purchase intention for this study is available as below:

H⁵: There is a relationship between consumer satisfaction and purchase Intention.

2.2.7 Attitude

An attitude is often referred to as a personal motive that transforms into purchasing habits influenced by belief, feelings and behavioural intention which developed over the course of time (Solomon, 2008; Perner, 2010). Accordingly, Dehghani & Tumer (2015) explained the explicit role of consumer attitude as that they believed it might strengthen the brand image and brand equity which should relate to the improvement of purchase intention. The title of their study was “A research on effectiveness of Facebook advertising on

enhancing purchase intention of consumers”. It happened as quantitative research that gathered a hundred (100) out of three hundred twenty (320) undergraduate students from the Cypriot university through a simple random sampling technique. The major objective of their study was to test the potential capability of social media advertisement from Facebook to shape the brand image and brand equity to influence the purchase intention. Notwithstanding, the consumer attitude was applied as one of the keys to improving the effectiveness of both brand image and brand equity to ultimately affect the purchase intention. Correspondingly, their result revealed the significant relationship between brand image and brand equity towards the purchase intention. Suggested the existence of influential factors of consumer attitude might affect purchase intention.

The discussion regarding the attitude is always surfacing on the research society, determining the effective role of itself with the purchase intention. The following research study achieved by Schivinski & Dabrowski (2014) is another topic that discussed the effect of firm-generated communication and user-generated communication towards the brand attitude and brand equity which gone directly towards the purchase intention. The recorded study can be found in “The effect of social media communication on consumer perceptions of brands”. Like many previous pieces of research, it happened as quantitative research which involved five hundred and twenty-three (523) total questionnaires in Poland. Among those five hundred and four (504) questionnaires, were defined as complete questionnaires. The completed research served an important role which to clarify the existing source of influence came from firm-generated communication and user-generated communication to brand attitude and brand equity. Notwithstanding, which and how the brand attitude or brand equity could ultimately affect the purchase intention. As a result suggested, user-generated communication affects both brand equity and brand attitude while firm-generated communication affects solely the brand attitude. Together with, both the brand equity and brand attitude do have influential relationship with the purchase intention. Their study has

explicitly tested the two different types of generated communication, one from the firm while another one from the user. Each independently provided different insights. Important to realise, user-generated communication is undoubtedly the main driver to make the greatest changes as it was proven in their study.

Besides that, Chen, Teng, Yu & Yu (2014) pointed out the fact that eWOM (electronic word of mouth), neutral/third party and manufacturer/retailer could effectively influence the consumer attitude as well as directly manipulating the purchase intention. The suggested information was all recorded in “The effect of online information sources on purchase intentions between consumers with high and low susceptibility to informational influence”. It was quantitative research that responded to four hundred and forty-eight (448) out of five hundred and thirteen (513) Chinese respondents who mostly lived in Central China. Notwithstanding, their core objective of the study was to actively prove the existence of those proposed sources of information and consumer attitude, deciding whether the affected consumer attitude could lead to the change in purchase intention. Based on their analyses and conclusion, it appeared that the role of their research was significantly proven with positive relationship from the first to the last. Hence, successfully signified the scientific existence of this chain of relationship, and of course, consumer attitude may affect the purchase intention. That, however, explained the drivers that could alter the consumer attitude.

“How does visual merchandising in fashion retail stores affect consumers’ brand attitude and purchase intention?” was an article journal done by Park, Jeon & Sullivan (2014) which intended to define the relationship of visual merchandising cognition and brand salience. Then explained the significant relationship from brand salience to brand attitude as well as directed to purchase intention. Their quantitative study was conducted in South Korea that focussed only the female samples of one hundred and sixty (160) in size. Along the way, the tested visual merchandising cognition included the in-fashion,

attractiveness, and function, while the brand salience included aesthetic attributes, utilitarian attributes, and attitude towards visual merchandising. Long story short, their result suggested that favourable attitudes toward visual merchandising could become favourable brand attitudes and the relationship was positively associated with the purchase intention. To say nothing of, it can be defined as visual merchandising cognition might affect the attitude towards visual merchandising and that leads to the brand attitude.

Attitude is something big and its discussion did not end. Like none has been discussed before, Patel, Gadhavi & Shukla (2017) investigated a whole new dimension of attitude whereby they tried to prove the relationship between cause-related marketing (CrM) with two (2) different attitudes which were the brand attitude and attitude towards ad, then to the purchase intention. Their study was recorded in “Consumers’ responses to cause-related marketing: moderating influence of cause involvement and skepticism on attitude and purchase intention” which was quantitative research in nature. The samples, however, were the undergraduates and post-graduate students from the universities of Ahmedabad and Mehsana, Gujarat at the total size of four hundred and twenty-four (424). By revealing the result of their study, the authors also suggested that those consumers who actively involved with the cause would have a more favourable attitude towards the brand. Nevertheless, they believed that cause-related marketing could improve the attitude towards the brand, attitude towards an ad and of course the purchase intention. Hence the attitudes from brand and attitude towards an ad are positively effective towards the purchase intention. Being corresponded to the works of literature, hereafter the hypothesis is constructed as H₆ which deemed to define the relationship between attitude and purchase intention.

H₆: There is a relationship between attitude and consumer satisfaction.

2.2.8 Socio-demographic Variable

From studies to studies, there are many suggestions stated that socio-demographic profiles may influence the dependent variable. Hence, by examining their potentials and possibilities to manipulate the result value of the related dependent variable of purchase intention will further explain their existence.

2.2.8.1 Gender

There are differences between genders and that may affect the purchase intention. In an attempt to clarify the statement, Vijaya Lakshmi, Aparanjini Niharika, & Lahari's (2017) investigated the differences between men and women in terms of motives, perspectives, rationales, and considerations when they shop, deciding whether the gender matters the purchase intention or not. The full information of the source is available in "Impact of gender on consumer purchasing behaviour". Genders were told to have differences in nature whereby, the women tend to have more sensitivity, warmth, and apprehension than men while the men often had better emotional stability, dominance, rule consciousness, and vigilance. Nonetheless, they suggested that the women were more concerned about problem-solving as they would share and discuss the uprising problem as for the men would view that as their competency and commitment to a relationship. Along the way, the authors also illustrated the way the men and women shop graphically in which they suggested, men would shop in a very simple and objective way while the women tend to go very complicated in pursuing the best price.

Moreover, the difference in gender is often said to have different views and behaviour when they react to purchase decisions. Accordingly, this question is solved by Wee, Ariff, Zakuan, & Tajudin's (2014) in their

journal called “Consumer perception, purchase intention and actual purchase behavior of organic food products”. They had discussed the consumer’s behaviour towards organic food products that involved the determination of the socio-demographic profile of gender. The authors had their quantitative research taken place in Malaysia with a total usable sample of 288 at the response rate of 96%. Accordingly, a convenient sampling method was reported being used when they were collecting the data. Not only that, their questionnaires were structured with 30 questions that could be justified by the 5-point Likert scale. Nonetheless, the reported result they gathered significantly pointed out that the differences in gender did hold different views and behaviour when they approach their purchase decision. Thus, gender was proven to have an effect on purchase intention. The proposed result made a very clear direction to the discussion as stated, the women tended to purchase more organic products than the men did, making them the primary food shoppers of a household they said. That was probably due to the fact that women were more aware of organic food issues. These two works of literature have contributed significant information to explain the correlation between Gender and Purchase Intention.

H⁷: There is a correlation between gender and purchase Intention.

2.2.8.2 Ethnicity

Ethnicity is something complicated to be discussed and it is believed that different ethnicity usually has different interest. In the focus of that, Hyun & Fairhurst’s (2017) tried to explain the reason behind the consumer buying the ethnically disparate product. All the recorded research information was recorded in “Understanding consumers’ purchasing behavior of ethnically disparate products”. Their quantitative research was taken place in the United States of America with a total usable sample size of 581. Furthermore, that included the distribution of questionnaires

which were prepared with the measurement of 7-point Likert scales. According to the authors, the result was reported as there was an effect of ethnical factors towards consumption behaviour. Provided the fact that, consumers were not only influenced by their diversity that seeks for tendency but their attitude and the value discrepancy between their ethnic culture and their ethnic culture associated with the product. Thoroughly the literature had specifically approached the issue to explain the entire concept of a consumer being ethnically diversified as to the point where it affected their purchase intention. Much to say, it had been very good literature to explicitly discuss the ethnic issues for purchase intention.

Furthermore, social distance is something very common when an ethnic group interacts with another. Expanding the difference in terms of common interest and behaviour. Correspondingly, Lin & Xu's (2017) explained the lingering question as to the influence of reviewer ethnicity on perceived reviewer purchase intention towards a product evaluated by reviewers of three ethnic backgrounds. To say nothing of, the detail of their research is available in "Effectiveness of online consumer reviews: The influence of valence, reviewer ethnicity, social distance and source trustworthiness". Their quantitative study was taken place in the United State of America which involved a total usable sample of 398 who were the Caucasian participants that they initiated the analysis. Accordingly, those participants were randomly assigned to one of their six conditions. Based on their provided result, they showed the significant effect of reviewer ethnicity and purchase intention after the interaction between the reviewer ethnicity and review valence. Their literature had extensively aimed to explain the social distance among the ethnicities which made it a very applicable reference towards the suggested topic. Furthermore, they even mentioned that an ethnic group might interact with their own ethnic group more compared to the others due to the perceived social distance factors.

These two pieces of literature have contributed significant information to explain the correlation between Ethnicity and Purchase Intention.

H⁸: There is a correlation between ethnicity and purchase Intention.

2.3 Summary of Empirical Reviews of Customer Satisfaction and Purchase Intention of the Products

Variables	Author (Year)	Title	Method	Results
Perceived Quality	(Mirabi, Akbariyeh, & Tahmasebifard, 2015)	A study factors affecting on customers purchase intention	Structural Equation Model	Perceived Quality has a positive effect on Consumer Satisfaction.
	Karki & Panthi (2018)	How food quality, price, ambiance and service quality effects customer satisfaction: A study on Nepalese restaurants in Finland	Structural Equation Model	
	Ismail, Nirwanto, & Triatmanto (2016)	The impact of product quality and price on customer satisfaction with the mediator of customer value	Structural Equation Model	
	Subramanian, Gunasekaran, Yu, Cheng, & Ning(2013)	Customer satisfaction and competitiveness in the Chinese e-retailing: Structural equation modeling (SEM) approach to identify the role of quality factors	Structural Equation Model	
	Gocek, Kursun, & Beceren (2007)	The perception of customer satisfaction in textile industry according to genders in Turkey	T-Test and Analysis	

Perceived Pricing	Karki & Panthi (2018)	How food quality, price, ambiance and service quality effects customer satisfaction: A study on Nepalese restaurants in Finland	Primary & Secondary Research Method	Perceived Pricing has a positive effect on Consumer Satisfaction.
	Dwyer (2015)	Price, perceived value and customer satisfaction: A text-based econometric analysis of Yelp! reviews	Linear discriminant analysis	
	Ismail, Nirwanto, & Triatmanto (2016)	The impact of product quality and price on customer satisfaction with the mediator of customer value	Structural Equation Model	
	Engler, Winter, & Schulz (2015)	Understanding online product ratings: A customer satisfaction model	Structural Equation Model	
	Dapkevicius & Melnikas (2009)	Influence of price and quality to customer satisfaction: Neuromarketing approach	Secondary Research Method	
Product Safety	Hussain, Al Nasser, & K. Hussain (2015)	Service quality and customer satisfaction of a UAE-based airline: An empirical investigation	Structural Equation Model	Product Safety has a positive effect on Consumer Satisfaction.
	Anwar & Bach (2016)	Factors that affect and enhance customer satisfaction	Structural Equation Model	

	Marakanon & Panjakajornsak (2017)	Perceived quality, perceived risk and customer trust affecting customer loyalty of environmentally friendly electronics products	Confirmatory Factor Analysis & Structural Equation Model	
	Lin, Li, & Tsay (2015)	An investigation of the relationship between customer satisfaction and loyalty on the brand image of Taiyen's products - A case study of the customer in Pingtung Area	Structural Equation Model	
	Salerno-Kochan (2008)	Consumer approach to the quality and safety of textile products from the point of view of consumers	Principal Component Analysis	
Convenience	Srivastava & Kaul (2014)	Social interaction, convenience and customer satisfaction: The mediating effect of customer experience	Structural Equation Model	Convenience has a positive effect on Consumer Satisfaction.
	Turhan & Özbek (2013)	Factors affecting consumers' behavioural intention towards apparel stores: A test of the mediating role of brand satisfaction	Structural Equation Model	
	Benoit, Klose, & Ettinger	Linking service convenience to satisfaction: Dimensions	Multidimensional	

	(2017)	and key moderators	Model & Moderator	
	Pham, Tran, Misra, & Maskeliūnas (2018)	Relationship between convenience, perceived value, and repurchase intention in online shopping in Vietnam	Structural Equation Model	
	Gupta (2015)	Effect of shopping value on service convenience satisfaction and customer loyalty: A conceptual Framework	Mixed-Method	
Attitude	Dehghani & Tumer (2015)	A research on effectiveness of Facebook advertising on enhancing purchase intention of consumers	T-test and Friedman test	Attitude has a positive effect on Purchase Intention.
	Schivinski & Dabrowski (2014)	The effect of social media communication on consumer perceptions of brands	Factor Analysis	
	Chen, Teng, Yu & Yu (2014)	The effect of online information sources on purchase intentions between consumers with high and low susceptibility to informational influence	Structural Equation Model	
	Park, Jeon & Sullivan (2014)	How does visual merchandising in fashion retail stores affect consumers'	Mixed-Method	

		brand attitude and purchase intention?		
	Patel, Gadhavi & Shukla (2017)	Consumers' responses to cause related marketing: moderating influence of cause involvement and skepticism on attitude and purchase intention	ANOVA and ANCOVA	
Consumer Satisfaction	Seiders, Voss, Grewal, & Godfrey (2005)	Do satisfied customers buy more? Examining moderating influences in a retailing context	Structural Equation Model	Consumer Satisfaction has a positive effect on Purchase Intention.
	Mehmood & Shafiq (2015)	Impact of customer satisfaction, service quality, brand image on purchase intention	Structural Equation Model	
	Saleem, Ghafar, Ibrahim, Yousuf, & Ahmed (2015)	Product perceived quality and purchase intention with consumer satisfaction	Structural Equation Model	
	Hsu, Chang, & Chuan (2015)	Understanding the determinants of online repeat purchase intention and moderating role of habit: the case of online group-buying in Taiwan	Structural Equation Model	

	Hsu & Lin (2015)	What drives purchase intention for paid mobile apps? – An expectation confirmation model with perceived value	Structural Equation Model	
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2.4 Conclusion

Chapter II had covered many layers of literature based-information. To begin with, this chapter came in with a brief introduction discussing the coverage of contents within the chapter. Afterward, there was an in-depth discussion about the theoretical reviews that included the Engel-Blackwell-Miniard's (EBM) model of consumer behaviour for purchase intention and 4Ps' of Marketing Mix Theory under the section. Then, it quickly moved into the discussion of empirical reviews from various sources. Within that sub-section, all the variables were independently explained with the support sources gathered from previous researches as well as the construction of the hypothesis. Before moving into the last section of the chapter, a summary of the empirical reviews was prepared in the aim to provide the simplest understanding to the readers. Once that is over, the chapter ends as it continues into Chapter III.

CHAPTER III

METHODOLOGY

3.0 Introduction

This chapter will be elaborating on the discussion of the methodology that will be conceptualised by beginning with the discussion of research variables that includes the independent variables, mediating variable and the dependent variable. After that, there will be a conceptual framework that illustrates the entire research model along with the individualistic explanation of each variable in their hypothesis forms. Then, a research design that explains where, when, who and how the research will take place in. Following that, the sampling design will also be part of the major discussion in this chapter. Furthermore, the explanation will stretch further into discussing the research measurement and the construct measurement which will cover the scale and operational definition. Correspondingly, data collection, processing and analysis will be independently explained to support the whole idea of data handling procedure. Nonetheless, it will continue into the discussion of the research method which aims to define and clarify the usage of analytical tools. Lastly, a conclusion will be constructed like earlier chapters to revise on the covered area within this chapter before it ends.

3.1 Definition of Variables

A distinctive range of research variables is being discussed within this section, which includes the independent variables, the mediating variable, and the dependent variable.

3.1.1 Independent Variables

The representatives of independent variables are perceived quality, perceived pricing, product safety, convenience, and attitude.

3.1.1.1 Perceived Quality

It is crucial to discuss about the quality in many levels of businesses that regard to either servicing quality or product quality as they are commonly determined by the consumers themselves and this factor is often helping to maintain the customer satisfaction and loyalty that deem to reduce risks and cost of product or service faulty (Linton, 2018). Being told, perceived quality is well defined as a consumer opinion by Business Dictionary (n.d.) that speaks for the ability to satisfy one consumer's expectation that is based on the brand itself, experience held by consumers and the influence from a consumers' environment. Furthermore, based on the information available from Study Marketing.org (n.d.), it explained this variable as a consumer perception and as a whole to quality or superiority to meet its intended purposes. According to the source, it is explained in three (3) different types as they are actual or objective quality, product-based quality, and manufacturing quality. First, the actual or objective quality is the level of product or service superiority. Then the product-based quality as the level of detail that is included within the product. Followed by the manufacturing quality explains much on the degree of perfection to produce zero defection.

From source to source, quality is explained as a group of features and characteristics of products or services which determined by its ability and functionality in term of the level of control by the manufacturer to actually satisfy a certain level of requirement or standard to achieve

lower deficiencies to deficiency-free (Nanda, 2005). Accordingly, quality can also be explained as its level of price point (Scitovszky, 1945) meaning the higher the price the better the quality but based on the study made by Akshav (1989) the consumer's product knowledge may actually moderate the price perceived and lower the barrier to accepting a quality product. Notwithstanding, Walter Stahel also pointed out that product quality is also represented as an obstacle to replacement sales (as cited in Cooper, 2010). After all, quality is all about satisfying the consumer with a set of applicable specifications and measurable characteristics to simply meet the more demanding expectations for their own use or consumption (Nanda, 2005).

Notwithstanding, product quality is always a secondary concern for most of the consumers. Provided that, product quality comes in as problem-solving or providing necessary benefits including "add-ons". Believed by many, product quality is often seen as an important factor in securing successful marketing which provided to meet the consumers' satisfaction and expectation. Given that, the product quality requires the understanding of what consumers expect which comes in with what the consumers consider being the right colour, weight and packaging size. However, the basic quality featured product may be extended by the variety of what so-called "add-ons (added features). Not only that, but the durability of a product also another form of quality expected by the consumers (Crentsil, Huang, & Amma, 2015).

According to the information provided by Karki & Panthi (2018), product quality and service quality are some of the determinations to affect consumer satisfaction.

3.1.1.2 Perceived Pricing

Pricing is one of the major components of the marketing mix theory. As it has always been an important factor in determining the success of any business entity after its potential to affect its product development, promotion, and distribution (Kotler & Armstrong, 2017).

Based on the definition from the Cambridge dictionary, pricing is a structural word to represents the level of price where set by a company for their competitive products and services in each transaction (Pricing, n.d.). Ultimately, it was derived from the word price that is commonly defined as the sum of money charged by a business entity for its product or service. Nonetheless, it is also widely known as the value to be sacrificed for the benefit that the consumers want as an exchange. Accordingly, the price is the only component from the marketing mix that produces revenue, while others are more of a representative of cost (Kotler & Armstrong, 2017).

Pricing factor has been proven by many studies that it may affect consumer satisfaction as well as the purchasing behaviour of many consumers throughout history. Whereby there are differences in terms of the pricing level, ranging from low price, high price, and reasonable price. According to the facts provided by Melanie (2017), she suggested that pricing is a make or break situation where businesses have to decide how their pricing strategy approach their consumer. Assuming that if the price is set to the minimum, the consumers may think that it is “too good to be true”, while if the price was set slightly higher, then the consumer may be less-satisfied. Correspondingly, these situations provided a greater space of opportunity for the competitors to move in. Being that is not what a healthy business wants.

Following the continuous growth of globalisation of the economy, cheaper products are being offered every day. Thus, the consumers are no longer willing to pay for the full price as they tend to seek discounts or possibly cheaper price tag (Bain, 2016). Ismail, Nirwanto & Triatmanto (2016) made a statement suggested that competitive pricing is the reason behind every purchasing behaviour and consumer satisfaction as the competitive pricing is often defined as the reasonable pricing or affordable pricing will improve the consumer satisfaction after the co-existence of standardised quality. However, things are viewed in the opposite way in Chinese society (China) as they tend to realising the importance of value rather than how cheap the price tag is given. Hence, consumer satisfaction may not entirely affect by the level of pricing of Chinese consumers (Subramanian et al., 2013).

3.1.1.3 Product Safety

Based on the textbook composed by Kotler & Armstrong (2017), product safety was explained to have widely concerned by many consumers and criticism arises when it comes to product quality or functionality being failed to perform as expected. Furthermore, this situation was seen as an effect after the product complexity, lesser quality control, and indifference company involvement during the production period. Nonetheless, consumers complaint that today's products deliver lesser benefits in value and yet the presence of hidden risks persists which may be harmful to the consumer.

According to Knes (n.d.), product safety was explained to have relative ties towards the supply chain from the production stage down to the sales and distribution level at a distinctive perspective. Not only that, it was believed that the occurrence to challenge the product safety was primarily came from the absence of adequate warnings to danger, design

defects or misrepresentation to the users. Worth mentioning, the product safety and product liability was also discussed by the authors saying that they are inseparable as there are laws and judicial precedent to be performed against the producer to protect the consumers when their safety was threatened. Nonetheless, according to Anwar & Bach (2016), by exceeding the consumer expectation of enhancing the product safety specification will improve consumer satisfaction.

Little to know, the rapid change of the global economy has tremendously changed the value in the textile industry since the last century and the demand for speed, efficiency and convenience have made polyester fabric to grow even greater in expanding due to its particularly quick, cheap and easy factors to acquire and maintain (“What is Polyester - History of Polyester”, n.d.). Little to know, Polyester is a type of fabric which primarily made from the chemical composition of at least 85% of the polymeric ester with the dihydric alcohol and terephthalic acid in the process. It is clear to say it is a type of synthetic fabric (Polyester fibers, 2018). Accordingly, there are discussions pointed a direction that this type of material the worst type of fabric (“The Top 6 Fabrics You Should Avoid Wearing and Why”, n.d.) and is toxic which may be harmful to human if worn or used (“Good reasons why polyester shouldn’t be in your bed”, n.d.).

It is crucial to investigate further in finding reliable sources to support the proposed hypothesis that discusses the relationship between product safety and consumer satisfaction. Apparently, there is a lesser discussion within the interesting area to look into. Hence, any findings that relate even minor to the relationship were taken into account.

3.1.1.4 Convenience

Convenience has been an important existence in the modern days after the continuous expansion in modern technology. People are demanding for a simpler approach to get what they desire without spending a further minute waiting (Faraldo, 2017). The word convenience is widely explained as something being easy (Convenience, n.d.). No doubt the convenience is also everything a customer wants whenever they get into a shop.

There are many types of conveniences but it usually defined by product convenience and service convenience. By looking into the service convenience, itself, there are decision convenience, access convenience, search convenience, transaction convenience and after-sales convenience (Benoit, Klose, & Ettinger, 2017). Accordingly, when a consumer is considering a product purchase, people often think of simplicity as in what standard or level of simplicity the specific product can be reached and offered to the consumers. Either provided in the final form or just as a foundation, waiting for product customisation, they both share an unequal level of simplicity to the consumers. Thought by the many, the ready-made products do offer this level of simplicity whereby it fulfils the end-to-end customer journey, allowing the customers to find opportunities to remove unnecessary friction and simplify their shopping experiences. Yet to say, custom-made products may or may not be simple to get but custom-made products are never a kind of end-to-end type of experience, which to be sure of (Loria, 2017).

One thing in particular that many businessmen need to know in order to secure customer satisfaction, “what consumers want to experience from the moment they enter the store until they leave the store?” (Srivastava & Kaul, 2014). Nonetheless, many recent studies had pointed out that

convenience does come into an interesting fact that it will change the way consumers make their purchasing decisions.

3.1.1.5 Attitude

Consumer attitude is commonly characterised as a personal motive to purchasing habits of a consumer, of which being influenced by general interpretation and calculation of a product or service through belief, feelings, and behavioural intention that being developed over time (Solomon, 2008; Perner, 2010). So, to speak the development of consumer attitude often conclude in a positive or negative manner, determined by the consumer's personal experience (Dean, 2010). Furthermore, to explore deeper into the theory of attitude, Daniel Katz (1937) explained to the theory, suggesting that there are four types of functional motives that drive the attitude of consumers. Together with, he mentioned that every function has its source and purpose towards an attitude, by understanding the purpose behind the attitude is an essential move toward changing an attitude (Dean, 2010). In elaboration to the functions of attitude, the first type of function is the utilitarian function which focuses on the ethical theory of utilitarianism by making decisions based on the majority to achieve the greatest amount of approval as a whole (Dean, 2010; Katz, 1937). Secondly, the value-expressive function which regarded as self-concept or central value of the consumer to the point where the product or services are accepted with the intention to affect the consumers' social identity (Solomon, 2008). Thirdly, is the ego-defensive function which concentrates on self-image protection against any product or services that comes against it and in most the cases, the consumer attitude is rather difficult to change (Dean, 2010). Lastly, the knowledge function is applicable referring to consumer attitude which believes in structural real-world fact-based knowledge and statistics comparison in order to accept a

particular product or service (Solomon, 2008). Moreover, this function is widely applied by the marketers which share the informational attribute of products and services to the extent of how far it can benefit the consumer.

Attitude to obtain is equally defined as buying attitude. Based on the Theory of Reasoned Action, it explained that every individual attitude is associated to affect the intention and behaviour which involved in influence and beliefs (Fishbein & Ajzen, 1975). Malaysian consumer has a very straight-forward attitude towards the older possessions when they are trying to accept the newer products and services. Based on the recent research conducted not long ago by Loi, Hassan, & Ramayah (2016), the continuous growth of Malaysia's fast-fashion retailing has made local consumer to have lesser value in sustaining older fashion or clothing and directly caused a lot of wastes as in product disposal and destruction after a newer replacement was found.

Malaysian consumer is rather an international brand shopper than patriot shopper. Based on the study made by Asshidin, Abidin, & Borhan (2015), international brand is one of the main driving forces to Malaysian consumer attitudes. It is almost everywhere to be seen in Malaysia whereby these international brands often offer product uniqueness which can tremendously enhance ones' self-identity and also to make sense of self-recognition as a symbol of status or standard in the surrounding community.

Consumers' attitude is one of the major factors in affecting the purchase intention and decision (Chaniotakis, Lymperopoulos, & Soureli, 2010). Search for cheaper products to save more money is human nature, but familiarity as in recognized brands or items would define the product in a good way. Every purchase experience will be stored within their memory

as it will influence the decision for the next purchases. Furthermore, with any positive or negative experience gathered will most likely impact the future purchase (Siti, Pan, & Mohaini, n.d.).

3.1.2 Mediating Variable

The mediating variable of consumer satisfaction is being explained below.

3.1.2.1 Consumer Satisfaction

Consumer satisfaction is commonly referred to as customer satisfaction in any way that Cambridge Dictionary explains it as a measurement to scale how happy the customer is when they are dealing with a business entity (customer satisfaction, n.d.). According to the information provided by Kotler & Armstrong (2017), customer satisfaction is depended on the product or service perceived performance that relates to the buyer's expectation whether they are matched or not. In normal situations, if the provided performance can not meet with the expected outcome, dissatisfaction from the customer may occur. The same goes for satisfaction if the expectation can be met or exceeded. Nonetheless, Kotler & Armstrong also mentioned that customer satisfaction is a promise in disguise that the reason for many successful companies to have many loyal customers is because of their ability to fulfill their promises. Accordingly, a satisfied customer will perform repeating purchases and more willing to spend again in the same company.

Customer satisfaction is one of the important factors that decide how successful a company can be and possibly how bad business could become (Kierczak, n.d.). Accordingly, it is important for a company to keep track of their performance that defines their customer satisfaction too. Nonetheless, customer satisfaction is very sensitive whereby it may last for

a long time or otherwise in a second of a heartbeat. Thus, it is important to care about the loyal customer a company has and so they must be kept away from any competitor. Moreover, it is also a tool to make a company stand out in a competitive environment when there is enough level of support from satisfied customers. Though customer satisfaction does not come that easy a company must know what they must sacrifice from their revenue earned from the customer and return it to them. According to the findings from Mehmood & Shafiq (2015), customer satisfaction is directly impacting the purchase intention of any customers.

The measurement of customer satisfaction is often measured in a metric order that usually is the Likert scale that comes with 5-points or 7 points (Bernazzani, 2018). Furthermore, the feedback of customer satisfaction usually comes from the reflection on how the customer feels about a certain product, service or experience they had before. No matter negative or positive, it will be recorded in the survey questionnaires.

3.1.3 Dependent Variable

An explanation in regards to the dependent variable of purchase intention is being composed as below.

3.1.3.1 Purchase Intention

Purchase intention is defined as the willingness of a consumer to purchase any product or service depending on the external and internal factors (Purchase intention, n.d.). For instance, the stimulus factor of a product, outcome expectation, aspirational value, recommendation, and the emotional association.

According to the discussion made by Morwitz (2014), purchase intention is one of the primary input factors that most marketing individuals apply to seek sales forecasts in order to determine the following actions to affect the consumers' purchasing behaviour. Regularly, the data for the consumers' purchase intention is collected from a series of survey sample, distributed to the customers in return for their response. However later in his text, he also mentioned that every purchase intention does involve a certain degree of time interval like proximity of duration to actually purchase a product. Not to say that the purchase intention may subject to change according to the situations or personal circumstances of an individual consumer, calculating the physical matter or psychological matter. For instance, people with no intention buy may become intentional to buy while intentional to buy becomes no intention to buy.

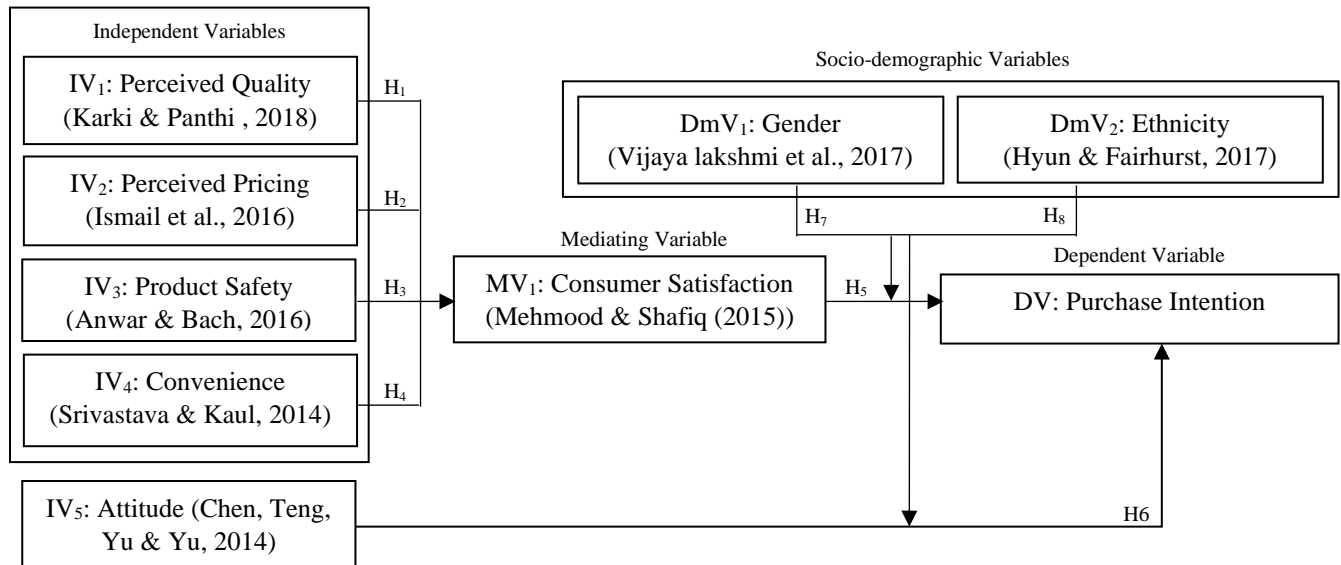
In the discussion of purchase intention, the price of product or service is always the first to come into the matter. Needless to argue, Munnukka (2008) who was an attempt to learn the relationship between the price

perception and the purchase intention concluded his research with a positive relationship between the two suggested variables. Indicating the price of a product or service does affect consumer purchase intention.

Consumers' perception is a very complicated thing to discuss; different people have different thoughts and experiences. Purchase intention usually generated from the consumer's personal behaviour, perception, and attitude. Together with, purchase behaviour is a factor for consumers when considering and evaluating a certain product (Keller, 2001). Nevertheless, purchase intention is an effective tool, allowing the prediction of purchase to begin with (Ghosh, 1990). Every decision prior to the purchase will be driven by the consumer's intention and this intention may be altered by their surroundings such as product price, quality perception and value perception (Zeithaml, 1988) and (Grewal, Krishnan, Baker, & Borin, 1998).

3.2 Conceptual Framework

Figure 3.1: Conceptual Framework of Purchase Intention towards Ready-made and Custom-made Products in the Textile and Apparel Industry.



A conceptualised framework of this study was constructed to improve the visualisation of proposed hypotheses that explains the relationship among the involving variables. That includes the independent variables of perceived quality, perceived pricing, product safety, convenience, and attitude. Meanwhile, there is a mediating variable of consumer satisfaction which is supported by perceived quality, perceived pricing, product safety, and convenience. Nonetheless, the mediating variable of consumer satisfaction and the sole independent variable of attitude are placed into the test to determine their effective role towards the purchase intention. However, a couple of socio-demographic profile variables which are gender and ethnicity are assumed to be influential after all variables to purchase intention.

3.3 Research Hypotheses and Design

A hypothesis research for the possible relationship between the Perceived Quality and Consumer Satisfaction.

H1₀: There is no significant relationship between Perceived Quality and Consumer Satisfaction.

H1_A: There is a significant relationship between Perceived Quality and Consumer Satisfaction.

A hypothesis research for the possible relationship between the Perceived Pricing and Consumer Satisfaction.

H2₀: There is no significant relationship between Perceived Pricing and Consumer Satisfaction.

H2_A: There is a significant relationship between Perceived Pricing and Consumer Satisfaction.

A hypothesis research for the possible relationship between the Product Safety and Consumer Satisfaction.

H3₀: There is no significant relationship between Product Safety and Consumer Satisfaction.

H3_A: There is a significant relationship between Product Safety and Consumer Satisfaction.

A hypothesis research for the possible relationship between the Convenience and Consumer Satisfaction.

H4₀: There is no significant relationship between Convenience and Consumer Satisfaction.

H4_A: There is a significant relationship between Convenience and Consumer Satisfaction.

A hypothesis research for the possible relationship between the Consumer Satisfaction and Purchase Intention.

H5₀: There is no significant relationship between Consumer Satisfaction and Purchase Intention.

H5_A: There is a significant relationship between Consumer Satisfaction and Purchase Intention.

A hypothesis research for the possible relationship between the Attitude and Purchase Intention.

H6₀: There is no significant relationship between Attitude and Purchase Intention.

H6_A: There is a significant relationship between Attitude and Purchase Intention.

A hypothesis research for the possible correlation between the Gender and Purchase Intention.

H7₀: There is no correlation between Gender and Purchase Intention.

H7_A: There is a significant correlation between Gender and Purchase Intention.

A hypothesis research for the possible correlation between the Ethnicity and Purchase Intention.

H8₀: There is no correlation between Ethnicity and Purchase Intention.

H8_A: There is a significant correlation between Ethnicity and Purchase Intention.

3.4 Research Design

In consideration of accuracy and definite result, the research design was planned wisely and categorised into four sections, each with discussions of where the research will take place when to research will begin, who will be the sample of the research and how the research will be conducted.

3.4.1 Where

The entire research will take place in some textile retail shops specifically in West Malaysia, namely the states of Kelantan (Kota Bharu), Johor (Kluang and Johor Bahru) and Selangor (Klang Valley). The decision is made after the discovery of these states being the greatest states to have better sales volume and demand for the textile goods as well as the availability of bespoke tailors and made-to-measure services. Moreover, the research will not be conducted in any ready-made apparel stores because the focus of the research is to understand and define ready-made and custom-made products for textile-related industries rather than the apparel industry itself.

3.4.1 When

The research will need to occur after a consumer made his or her purchase of any textile and apparel related products within the store without the constraint of time, weather, season and holiday. Important to realise, this can greatly prove the reliability and honesty of any participant or sample to the research since the consumer's purchase intention will be presented there.

3.4.1 Who

The main targeted samples will be the consumers who have made recent purchases of textile and/or apparel related products within the textile retail store

rather than any ready-made apparel stores. The purpose of this action is to concentrate on maximising the possibility of a consumer choosing their preferred product type rather than the sole preference available in any ready-made shops. Furthermore, this research will be opened only for those who have reached the age of 18 or more, provided that they will be capable of conceptual, hypothetical thinking and reasoning which adapted since 12 years old and the sense of future life excitement that developed at 18 years old (“What's age appropriate for a 12-year-old?”, n.d). Accordingly, an 18 years old teenager will most probably be questioning how their future life may be and fear of which direction of life they will be heading to. Meanwhile, this is also the age where they will be more comfortable and control over their emotions (Morin, 2019). Accordingly, the data collection process will not include transgender participants, so that will only be male or female. After that, the participants shall be either Malay, Chinese, Indian or other Malaysian recognised ethnic groups.

3.4.4 How

The entire research will be conducted in a quantitative method with a total sample size of 300 along with a series of analysis with the application of Statistical Package for the Social Sciences (SPSS) version 23. Since this is a quantitative study, therefore questionnaires will be used and distributed to the samples with the structured questionnaires that are separated into three (3) sections of which section A, section B, and section C. In the first section (A) 8 demographic information will be requested to be filled by the participants. Then section B will involve a request for the participants to rank the variable from the least important to most important based on their preferences. Lastly, section C will begin with 35 questions and each question (items) was measured based on a Likert scale of 1 to 5. The value of 1 indicates strong disagreement and 5 indicates strong agreement. As a result, this study is determined to find out the active factors which are affecting the purchase intention in the Malaysian textile and apparel industry. After that, the collected data will be placed into careful

analysis through descriptive analysis, frequency test, correlation analysis, reliability test, Independent T-Test, ANOVA, multiple linear regression and residual diagnosis. Lastly, once all the data is analysed, it will then be interpreted with elaboration and written into this research paper individually along with a table of summarised hypothesis testing.

3.5 Sampling Design

This research will involve a total number of 300 samples who will be the consumers from the selected textile retail store. Being that, the population of the study will be the actual size of the consumers who shop at Malaysian textile retailers. However, after the exclusion of missing data and extreme values, only a hundred and fifty-one (151) questionnaires were analysed from the total number of data sets in the study.

The sampling technique that will be applied within this work of research is the non-probability sampling, side with quota sampling as a whole. This decision was made highly based on the requirement of the demanded outcome, provided that the samples will be chosen in a non-random way. Furthermore, the quota sampling technique is appeared to be the best fit for this research because it involves setting quotas based on the demographic information of the samples which can be seen as an advantage for easy administration, inexpensive and the accuracy of the population proportion. For instance, the samples will be divided by races and spending power for the textile goods according to the percentage (%) that are available to the demographic categories.

3.6 Research Measurement and Instrument

The population consists of consumers with experience on the purchase of textile products regardless of gender, age, race, qualification, occupation, and income level. An exact number of 300 questionnaires will be distributed to consumers from any textile retail stores in Malaysia. In consideration of fairness to all Malaysian, the total sample will be divided into 3 different sample sizes which each independent sample

size will be distributed according to the race population and purchase power of textile products in Malaysia such as Malay, Chinese and Indian. Since Malay is the dominant majority and the largest spender in textile and apparel products in Malaysia, hence 50% of the questionnaires will be distributed to the Malay that accumulates up to 150 questionnaires. However, another 50% of the remaining questionnaires will be distributed to the Chinese (30%) at 90 sets and to the Indian (20%) of 60 sets after the determination of Chinese being the second largest ethnic group in Malaysia while the Indian as the second-largest spender for textile products in Malaysia. The data collection, however, will be expected to be excellent with the total response rate of 100%.

In consideration of rapid assessment, scientifically repeatable data and reliable forecasting, a quantitative research method will be applied and is believed to be advantageous to the study purpose. The quantitative research techniques are primarily active with a numerically generated dataset which is used to analyse for a straightforward conclusion. Coupled with that, the quantitative research method is performed from a set of prescribed variables, which samples from a broadly-based target group to measure the opinions, attitude, and behaviours and later evaluate the results (“Qualitative vs. quantitative: What type of research is best for your product”, n.d.). Furthermore, the data analysis process was conducted from software like Statistical Package for the Social Sciences (SPSS). The use of SPSS enabled many simplicities to the research process as it allowed the performance of descriptive analysis, frequency test, correlation analysis, reliability test, Independent T-Test, ANOVA, multiple linear regression and residual diagnosis.

A thorough questionnaire paper is included in this paper of study under the appendix section (Appendix 1).

3.7 Construct Measurement

Within this section of information, scale and operational definitions that to be discussed in this research paper will be explained accordingly here.

3.7.1 Scale

There will be an involvement of three (3) types of scale methods in this research paper which are the nominal scale, ordinal scale and interval scale for separated sections of the prepared questionnaires. The implementation of the nominal scale will take the primary presence in the first section or otherwise section A which describes the demographic profiles of the participants. Then the ordinal scale method will play a role in section B of the questionnaire whereby the participants will be required to rank the provided variables based on their desirability from the most important to the least important when they were making their purchasing decisions. Last but not least, there will be the interval scale that explains most of the area of the questionnaires that will take part in the last section or section C side by side with the application of a 5-points Likert scale. From there, the participants will be asked to provide a rating based on the provided questions from strongly disagree to strongly agree of 1 to 5 in respective order.

3.7.2 Operational Definition

The variables of the study will be examined through the descriptive, predictive and experimental approaches. First and foremost, the data will be collected through the descriptive process with the distribution of questionnaires that involves the interested variables of this study. Secondly, there will be a predictive process to test the variables through the collected data with the correlation test that shall define their corresponding relationship. Accordingly, a positive and negative correlation is assumed for each variable. Lastly, there

will be an experimental phase where after the correlation test, the variables are then to be tested for their cause and effect and how one variable influences another whether directly or indirectly.

3.8 Data Collection

The distribution of questionnaires is supposed to be the main data collection technique for this research. Furthermore, the data sets of 300 questionnaires will be distributed. Nevertheless, the distribution procedure is planned to be controlled by the researcher based on the quota sampling technique. Hence, not every people will be fit for the survey until they fulfill the participating requirements. In the aim to fully utilise the research period while reducing the unnecessary wastage of time, the data collection period is planned to last not more than 2 months since the commenced date of data collection. Last but not least, the data collection procedure will take place in various locations in West Malaysia, primarily the states of Kelantan (Kota Bharu), Johor (Kluang and Johor Bahru) and Selangor (Klang Valley).

3.9 Data Processing

Once the data is collected, the data sets will be composed and rearranged into categories that shall satisfy the demographic quotas which then will be manually keyed into the computer available with Microsoft Excel 2016. After that, these data sets will be placed into analysis and filtration to determine the validity of data so that the missing data or outliers can be spotted. By all means, the technique of detecting the outliers and missing data will be through a couple of graphical means namely the boxplot and the scatterplot which is inclusive within the application of SPSS. Followed by that, the data will begin to be transformed into more detailed form of data that shall include means, medians, mode, correlations, variances, minimum, maximum, skewness, and kurtosis, then the integration to frequency test, correlation analysis, reliability test, Independent T-Test, ANOVA, multiple linear regression and residual diagnosis. Once the data are transformed and integrated, the last procedure will be extraction of generated data back

into the Microsoft Excel 2016 and Microsoft Words 2016 for records of results and conclusion to the provided results that shall correspond as a reference for future researches.

3.10 Data Analysis

The collected data will be tested and analysed through the Statistical Package for the Social Sciences (SPSS) version 23 available with Window 10 along with the descriptive analysis, frequency test, correlation analysis, reliability test, Independent T-Test, ANOVA, multiple linear regression and residual diagnosis, that of course inclusive of bar charts and pie chart. First and foremost, the descriptive analysis will be determined to summarise the provided data set into coefficients and measurement to variability. Secondly, the frequency test is aimed to define the frequency of distributions as that which variable is the most important variable and which is the least important. Thirdly, the correlation analysis will be applied to determine the correlation coefficient (r) in between the variables for relationship testing. Then, the reliability test will be used to learn if the data is reliable and valid or not. After that, there will be an Independent T-Test that is aimed to determine the significant difference of means between two unrelated groups. Once that is done, there will be an analysis of variance (ANOVA) that focusses on defining the statistical significance of the difference of means of three or more unrelated groups. Following that, the multiple linear regression will be applied to predict the value change of one variable from another. Lastly, the multicollinearity test will be carried out to find out whether there is any necessity to fix the occurred multicollinearity.

3.11 Research Methods

Within this section, various analysisation methods will be discussed here as if what type of analyses will be used along with the reason for choosing the selected analyses.

3.11.1 Descriptive Statistic

To begin with, descriptive statistic will be brought into the opening stage of the Chapter IV which shall act as the most fundamental measurement that aims to discuss the summarised measuring in describing a data set that mainly explain the measures of central tendency and measures of dispersion (Hair, Black, Babin, & Anderson, 2010). Moreover, the measures of central tendency include the information of mean, median, mode, maximum and minimum value. However, the measures of dispersion explain the standard deviation, range, and variance. Additionally, there will also be a measure of skewness and kurtosis which can be respectively defined as symmetrical measurement and measurement of the concentration of values in the center of a distribution.

3.11.2 Frequency Test

Afterward, Frequency Analysis will be applied followed after the end of the Descriptive Statistic. This analysis is supposedly part of the Descriptive Statistic but due to the fact that it has a different role in analysing a different section of the data set (Hair, Black, Babin, & Anderson, 2010), hence there it is. This analysis will be explaining the frequency rate of how often a variable is chosen compared to the rest of the available variables. That, in particular, will explain in the valid percentage and frequency.

3.11.3 Correlation Analysis

Correlation analysis is yet another commonly used analysis among the researchers which aims to define the strength of a correlation between one variable to another (Douglas, William, & Samuel, 2015). In this study, parametric Pearson Correlation analysis will be used to explain the correlations between the demographic variables of Gender and Ethnicity towards Purchase Intention.

3.11.4 Reliability Analysis

In the aim to make sure the analyses are running according to the plan and of course the data sets are validly reliable, Reliability Analysis will be applied. This analysis will focus on testing the consistency of the instrument which is measured through Cronbach's Alpha (Douglas, William, & Samuel, 2015). Important to say, any value greater than 0.70 from the Cronbach's Alpha will be determined as a good reliability test as well as an indication that the model is valid.

3.11.5 Independent Sample T-Test

Once the reliability test is passed, then there will be two (2) Independent-Sample T-Tests focussing on the Gender and Purchase Intention, and Ethnicity and Purchase Intention. The application of this test is to compare the two (2) groups' scores on the same variable (Hair, Black, Babin, & Anderson, 2010). Accordingly, the test will begin to test the significant value of Levene's Test for Equity of Variances. If the significant value is greater than α 0.05, then the equal variances can be assumed. If the significant value is lesser than α 0.05, hence the equal variances cannot be assumed. Notwithstanding, this test is also mean to identify the confidence interval of the difference between the lower and upper.

3.11.6 Analysis of Variance (ANOVA)

Then there will be an analysis of variance (ANOVA) before the exercise of Multiple Linear Regression or Simple Linear Regression in Chapter IV. This analysis shall define the significant mean differences of groups that are more than two (2) through F statistic (Hair, Black, Babin, & Anderson, 2010). Nevertheless, this analysis is also deemed to compare the mean differences that are within groups and between groups as if they are significantly different.

Furthermore, the assumption of the hypothesis for the analysis of variance is constructed as below:

<p>H₀: $\mu_1 = \mu_2 = \mu_3 = \mu_4 = \mu_5$ H_A: Not all population means are the same.</p>
--

3.11.7 Multiple Linear Regression Analysis and Simple Linear Regression

After that, there will be two types of regression analyses which will happen in the following chapter, They are Simple Linear Regression and Multiple Linear Regression. Before that, regression in this study has one main objective which is to test whether one variable depends on another variable/variables or not (Hair, Black, Babin, & Anderson, 2010). Furthermore, the regression analysis does predict the value of a dependent variable according to the variable of at least one independent variable. Then, it elaborates on the impact of their relationship.

The Simple Linear Regression model will tend to explain only one independent variable towards one dependent variable in a very linear function. To say nothing of, the explanation which will apply the Simple Linear Regression model will be the relationship between consumer attitude and purchase intention, and the relationship between consumer satisfaction and purchase intention.

On the other hand, Multiple Linear Regression will be focusing on one (1) dependent variable against more than one (>1) independent variable count. The Multiple Linear Regression model will be applied to the relationship between Perceived Quality, Perceived Pricing, Product Safety and Convenience towards Consumer Satisfaction.

The hypothesis structure for the regression analyses will be constructed as below:

H₀: There is no significant relationship between x (Independent Variable/s) and y (Dependent Variable).

H_A: There is a significant relationship between x (Independent Variable/s) and y (Dependent Variable).

3.11.8 Residual Diagnosis

Lastly, there will be a residual diagnosis which aims to detect the multicollinearity through the observation of VIF value from the regression analyses. Multicollinearity is defined as one of the main factors which justify the validity of a data set (Douglas, William, & Samuel, 2015). This multicollinearity usually happens when there are highly correlated variables (two or more). Furthermore, the occurrence of this multicollinearity is also an indication that shows an unnecessary variable/s. Together with, its existence can be measured through the High Variance Inflation Factor (VIF) which is more than the value of five (5).

3.12 Conclusion

The beginning of Chapter III briefly explained the introductory information for this chapter. After that, it began to elaborate on the existing variables including the perceived quality, perceived pricing, product safety, convenience, attitude, consumer satisfaction and purchase intention, that of course with sufficient degree of information and evidence. Then, there was an illustration of the research framework which conceptualised all the research variables along with the suggested notes of hypotheses. Correspondingly, the proposed connection of variables from the conceptual framework was then elaborated in a much detailed form of hypotheses. Subsequently, the research design was elaborated through the question of where, when, who and how the research

will take place in. Similarly, a discussion of the sampling design of the study was made. Once that was over, research measurement of the study was also been explained that followed by the construct measurement which told the scale and operational definition. Moreover, data collection, processing, and analysis were all independently explained after that. Afterward, a research method that included a list of analytical tools was independently explained too. Lastly, the chapter ends and the other information regarding the data analysis will be discussed in the following chapter, Chapter IV.

CHAPTER IV

DATA ANALYSES AND RESULTS

4.0 Introduction

In this chapter, various analyses and tests will be carried out in the aim to generate a satisfying result to support the proposed hypotheses. First and foremost, the analysis will begin with the simplest descriptive analysis of statistics for demographic profiles, dependent, mediating and independent variables based on the collected data. Then, there will be a frequency test for the data of the second section of the questionnaire. After that, there will be a correlation test on the demographic profiles towards the dependent variable, mediating variable towards the dependent variable, independent variable towards the dependent variable and another sole independent variable towards the dependent variable. Once that has been covered, then there will be a reliability test for consistency. Following that, there will be an Independent T-Test on the selected demographic profiles towards the dependent variable. ANOVA and Multiple Linear Regression will then be applied along with multicollinearity test. For the sake of simplicity of understanding of the result of the study, a summarised table of hypothesis testing will be constructed to sufficiently support or deny the proposed hypotheses before the closing of this chapter. Lastly, the chapter will be ended with a brief summary of the revision of coverage.

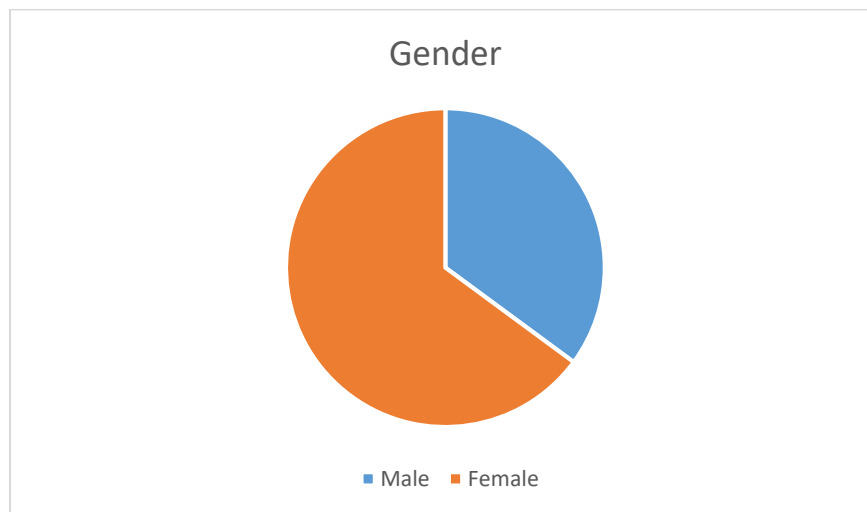
4.1 Respondent Demographic Profile

4.1.1 Gender

Table 4.1: Gender

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	53	35.1	35.1	35.1
	Female	98	64.9	64.9	100.0
Total		151	100.0	100.0	

Figure 4.1: Gender



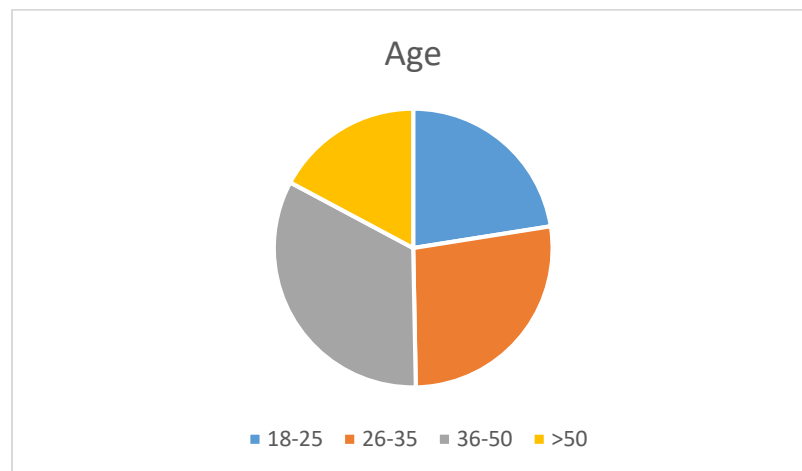
As illustrated above in Table 4.1 and Figure 4.1, the result indicates that there are 35.1% Male respondents from the overall surveyed consumers and 64.9% Female respondents react as the remaining percentage to the total accepted samples of 151 respondents (100%).

4.1.2 Age

Table 4.2: Age

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	34	22.5	22.5	22.5
	26-35	41	27.2	27.2	49.7
	36-50	50	33.1	33.1	82.8
	>50	26	17.2	17.2	100.0
Total		151	100.0	100.0	

Figure 4.2: Age



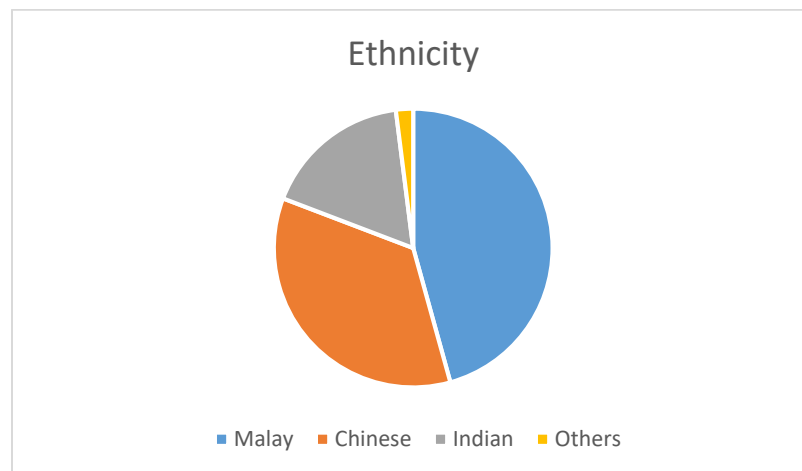
As illustrated above in Table 4.2 and Figure 4.2, the result indicates that there are 22.5% respondents from the survey are at the age of 18-25 years old, 27.2% are at the age of 26-35 years old, 33.1% are at the age of 36-50 years old and 17.2% are at the age beyond 50 years old. The cumulative sum of total accepted samples is 100% at 151 respondents.

4.1.3 Ethnicity

Table 4.3: Ethnicity

		Ethnicity			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malay	69	45.7	45.7	45.7
	Chinese	53	35.1	35.1	80.8
	Indian	26	17.2	17.2	98.0
	Others	3	2.0	2.0	100.0
	Total	151	100.0	100.0	

Figure 4.3: Ethnicity



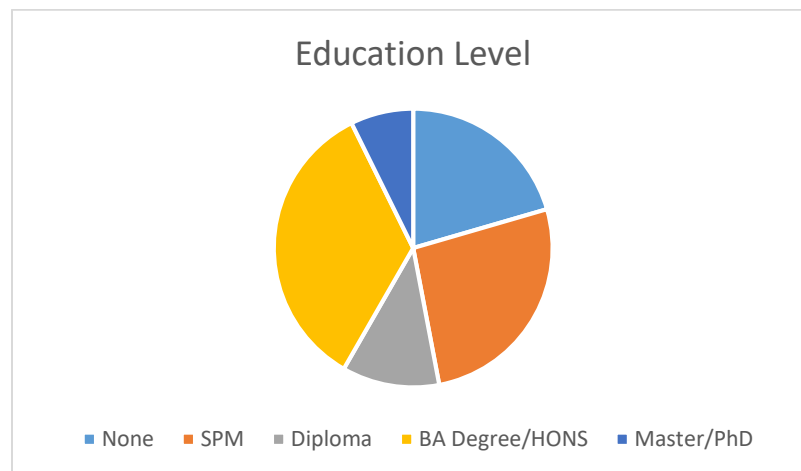
As illustrated above in Table 4.3 and Figure 4.3, the result indicates that there are 45.7% Malay respondents from the survey, 27.2% are Chinese, 33.1% are Indian and 17.2% are the representation of other ethnic groups. The cumulative sum of total accepted samples is 100% at 151 respondents.

4.1.4 Education Level

Table 4.4: Education Level

		Education_Level			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	None	31	20.5	20.5	20.5
	SPM	40	26.5	26.5	47.0
	Diploma	17	11.3	11.3	58.3
	BA_Degree/HONS	52	34.4	34.4	92.7
	Master/PhD	11	7.3	7.3	100.0
	Total	151	100.0	100.0	

Figure 4.4: Education Level



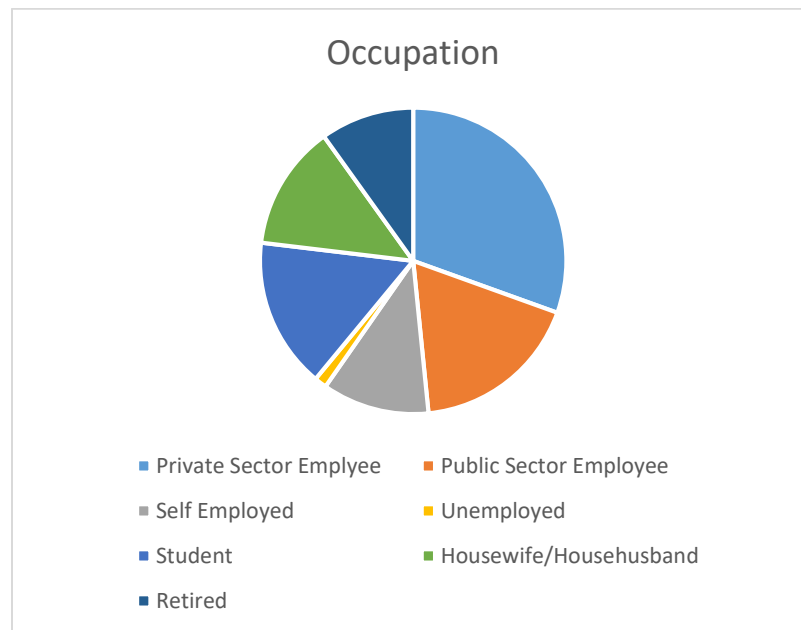
As illustrated above in Table 4.4 and Figure 4.4, the result indicates that there are 20.5% respondents from the survey have no accepted education level, 26.5% have the SPM education level, 11.3% have Diploma education level, 34.4% have BA Degree with or without HONS and the remaining 7.3% have reached Master or Ph.D. education level. The cumulative sum of total accepted samples is 100% at 151 respondents.

4.1.5 Occupation

Table 4.5: Occupation

		Occupation			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Private_Sector_Employee	46	30.5	30.5	30.5
	Public_Sector_Employee	27	17.9	17.9	48.3
	Self_Employed	17	11.3	11.3	59.6
	Unemployed	2	1.3	1.3	60.9
	Student	24	15.9	15.9	76.8
	Housewife/Househusband	20	13.2	13.2	90.1
	Retired	15	9.9	9.9	100.0
	Total	151	100.0	100.0	

Figure 4.5: Occupation



As illustrated above in Table 4.5 and Figure 4.5, the result indicates that there are 30.5% respondents are working in Private Sector, 17.9% works in Public Sector, 11.3% are self-employed, 1.3% are unemployed, 15.9% are students,

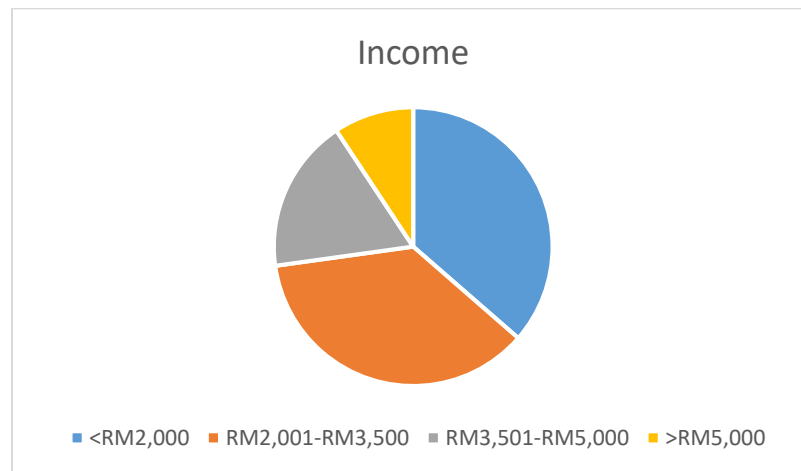
13.2% are Housewife or Househusband and the remaining 9.9% are retired. The cumulative sum of total accepted samples is 100% at 151 respondents.

4.1.6 Income

Table 4.6: Income

		Income			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<RM2000	55	36.4	36.4	36.4
	RM2001-RM3500	55	36.4	36.4	72.8
	RM3501-RM5000	27	17.9	17.9	90.7
	>RM5000	14	9.3	9.3	100.0
	Total	151	100.0	100.0	

Figure 4.6: Income



As illustrated above in Table 4.6 and Figure 4.6, the result indicates that there are 36.4% respondents have the monthly income lesser than RM2,000, another 36.4% respondents have the income ranging from RM2,001 to RM3,500, 17.9% respondents have the income ranging from 3,501 to RM5,000 and the remaining

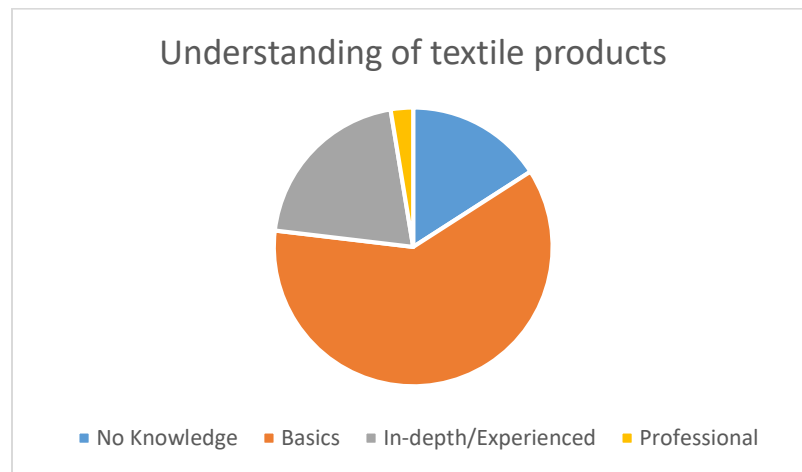
9.3% respondents have the income greater than RM5,000 per month. The cumulative sum of total accepted samples is 100% at 151 respondents.

4.1.7 Understanding of textile products

Table 4.7: Understanding of textile products

		Tex_Understanding			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No_Knowledge	24	15.9	15.9	15.9
	Basics	92	60.9	60.9	76.8
	In-depth/Experienced	31	20.5	20.5	97.4
	Professional	4	2.6	2.6	100.0
	Total	151	100.0	100.0	

Figure 4.7: Understanding of textile products



As illustrated above in Table 4.7 and Figure 4.7, the result indicates that there are 15.9% respondents have zero knowledge on textile products, 60.9% respondents have basic understanding of textile products, 20.5% respondents have in-depth or experienced understanding of textile products and the remaining 2.6% respondents have reached the professional standard of textile

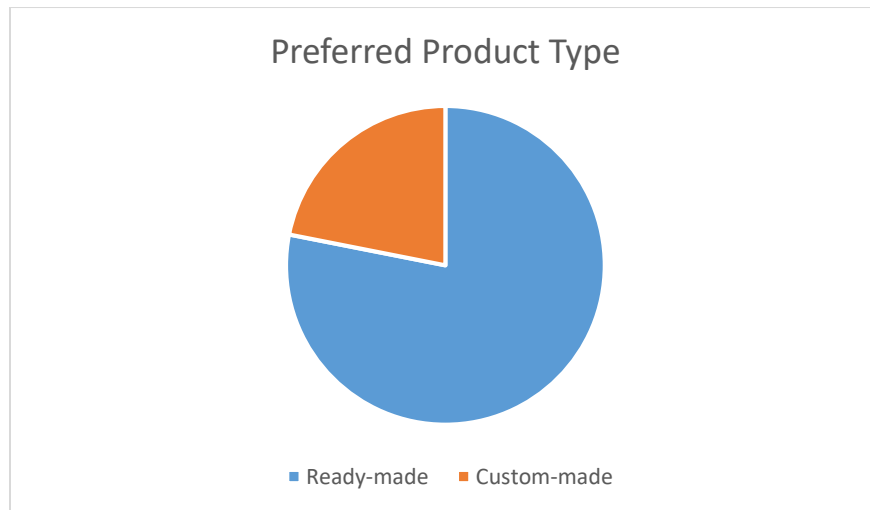
product understanding. The cumulative sum of total accepted samples is 100% at 151 respondents.

4.1.8 Preferred Product Type

Table 4.8: Preferred Product Type

		Preferred_Product_Type			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ready-Made	118	78.1	78.1	78.1
	Custom-Made	33	21.9	21.9	100.0
Total		151	100.0	100.0	

Figure 4.8: Preferred Product Type



As illustrated above in Table 4.8 and Figure 4.8, the result indicates that there are 78.1% respondents preferred Ready-made products and 21.9% respondents preferred Custom-made products which added up to the cumulated percentage of a hundred (100%) in the total accepted samples of 151 respondents.

4.2 Descriptive Statistic Analyses

4.2.1 Descriptive Statistics of Demographic Profiles

Table 4.9 explains that the mean value of Gender is 2 with a standard deviation of 0.478. The maximum value of the variable is 2 and the minimum value is 1. The range is 1. Since the median value is 2, indicating that at 50% of the respondents are female. The mode is 2. The skewness value is -0.631 that is within ± 1 , hence the data can be assumed to be symmetrical. The kurtosis value is -1.624, which is not within ± 1 . Hence the data can be assumed to be Platykurtik.

Table 4.9: Descriptive Statistics of Demographic Profile

		Statistics	
		Gender	Ethnicity
N	Valid	151	151
	Missing	0	0
Mean		1.6490	1.7550
Median		2.0000	2.0000
Mode		2.00	1.00
Std. Deviation		.47887	.80802
Variance		.229	.653
Skewness		-.631	.707
Std. Error of Skewness		.197	.197
Kurtosis		-1.624	-.435
Std. Error of Kurtosis		.392	.392
Range		1.00	3.00
Minimum		1.00	1.00
Maximum		2.00	4.00
Sum		249.00	265.00

The mean value of Ethnicity is 2 with a standard deviation of 0.808. The maximum value of the variable is 4 and the minimum value is 1. The range is 3. Since the median value is 2, indicating that at 50% of the respondents are Chinese. The mode is 1. The skewness value is 0.707 that is within ± 1 , hence

the data can be assumed to be symmetrical. The kurtosis value is -0.435, which is within ± 1 . Hence the data can be assumed to be Mesokurtik.

4.2.2 Descriptive Statistics of Factors affecting Purchase Intention

Table 4.10 describes the mean value of Perceived Quality is 3.908 with a standard deviation of 0.621. The maximum value of the variable is 5 and the minimum value is 1.8. The range is 3.2. Since the median value is 4, indicating that at 50% of the respondents had agreeable behaviour toward the questioned matter. The mode is 4. The skewness value is -0.267 that is not within ± 1 , hence the data cannot be assumed to be symmetrical. The kurtosis value is -0.014, which is not within ± 1 . Hence the data can be assumed to be Mesokurtik.

Table 4.10: Descriptive Statistics of Factors affecting Purchase Intention

		Statistics						
		Perceived_ Quality	Perceived_ Pricing	Product_ Safety	Convenience	Consumer_ Attitude	Consumer_ Satisfaction	Purchase_ Intention
N	Valid	151	151	151	151	151	151	151
	Missing	0	0	0	0	0	0	0
	Mean	3.9086	3.9907	3.1907	4.2596	3.7775	4.1364	4.1483
	Median	4.0000	4.2000	3.0000	4.4000	3.8000	4.2000	4.2000
	Mode	4.00	4.20	3.00	4.00	4.00	4.00	4.00
	Std. Deviation	.62171	.67935	.91836	.61527	.69763	.53634	.57618
	Variance	.387	.462	.843	.379	.487	.288	.332
	Skewness	-.267	-1.393	.121	-1.753	-.146	-1.374	-1.230
	Std. Error of Skewness	.197	.197	.197	.197	.197	.197	.197
	Kurtosis	-.014	3.092	-.478	6.225	-.508	4.671	3.798
	Std. Error of Kurtosis	.392	.392	.392	.392	.392	.392	.392
	Range	3.20	4.00	4.00	4.00	3.20	3.40	3.60
	Minimum	1.80	1.00	1.00	1.00	1.80	1.60	1.40
	Maximum	5.00	5.00	5.00	5.00	5.00	5.00	5.00
	Sum	590.20	602.60	481.80	643.20	570.40	624.60	626.40

The mean value of Perceived Pricing is 3.990 with a standard deviation of 0.679. The maximum value of the variable is 5 and the minimum value is 1. The range is 4. Since the median value is 4.2, indicating that at 50% of the respondents had agreeable behaviour toward the questioned matter. The mode is 4.2. The skewness value is -1.393 that is not within ± 1 , hence the data cannot be

assumed to be symmetrical. The kurtosis value is 3.092, which is not within ± 1 . Hence the data can be assumed to be Leptokurtic.

The mean value of Product Safety is 3.190 with a standard deviation of 0.918. The maximum value of the variable is 5 and the minimum value is 1. The range is 4. Since the median value is 3, indicating that at 50% of the respondents had undecided agreements toward the questioned matter. The mode is 3. The skewness value is -0.121 that is within ± 1 , hence the data can be assumed to be symmetrical. The kurtosis value is -0.478, which is within ± 1 . Hence the data can be assumed to be Mesokurtik.

The mean value of Convenience is 4.259 with a standard deviation of 0.615. The maximum value of the variable is 5 and the minimum value is 1. The range is 4. Since the median value is 4.4, indicating that at 50% of the respondents had agreeable behaviour toward the questioned matter. The mode is 4. The skewness value is -1.753 that is not within ± 1 , hence the data cannot be assumed to be symmetrical. The kurtosis value is 6.225, which is not within ± 1 . Hence the data can be assumed to be Leptokurtic.

The mean value of Attitude is 3.777 with a standard deviation of 0.697. The maximum value of the variable is 5 and the minimum value is 1.8. The range is 3.2. Since the median value is 3.8, indicating that at least 50% of the respondents had an undecided agreement yet closely agreeable behaviour toward the questioned matter. The mode is 4. The skewness value is -0.146 that is within ± 1 , hence the data can be assumed to be symmetrical. The kurtosis value is -0.508, which is within ± 1 . Hence the data can be assumed to be Mesokurtik.

The mean value of Consumer Satisfaction is 4.136 with a standard deviation of 0.536. The maximum value of the variable is 5 and the minimum value is 1.6. The range is 3.4. Since the median value is 4.2, indicating that at 50% of the respondents had agreeable behaviour toward the questioned matter. The mode is 4. The skewness value is -1.374 that is not within ± 1 , hence the data cannot

be assumed to be symmetrical. The kurtosis value is 4.671, which is not within ± 1 . Hence the data can be assumed to be Leptokurtic.

The mean value of Purchase Intention is 4.148 with a standard deviation of 0.576. The maximum value of the variable is 5 and the minimum value is 1.4. The range is 3.6. Since the median value is 4.2, indicating that at least 50% of the respondents scored more than 4.2 agreements out of 5. The mode is 4. The skewness value is -1.230 that is not within ± 1 , hence the data cannot be assumed to be symmetrical. The kurtosis value is 3.798, which is not within ± 1 . Hence the data can be assumed to be Leptokurtic.

4.3 Frequency Analyses

This section is prepared to analyse and define which of the listed variables are more important to the participated respondents through an ascending order. Meanwhile, the definition of the level of importance is based on the distribution of 1 to 6, which are the mostly not important, not important, least important, important, very important, very important and most important. To say nothing of, the entire data is collected from section B of the survey questionnaire.

Figure 4.9: Thorough Ranking of Importance

Ranking	Variables	Level of Importance
1	Perceived Pricing	Most Important
2	Perceived Quality	Very Important
3	Product Safety	Important
4	Convenience	Least Important
5	Attitude	Not Important
6	Consumer Satisfaction	Mostly Not Important

Table 4.11 shows that the perceived Quality variable is frequently ranked as the Very Important factor among the participated respondents, making it the 2nd most important variable out of a total variable of 6. Accordingly, this can be clearly explained through its highest frequency number that is 51 at the percentage of 33.8%.

Table 4.11: Perceived Quality Ranking

		Perceived_Quality_Rank			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Mostly_Not_Important	6	4.0	4.0	4.0
	Not_Important	7	4.6	4.6	8.6
	Least_Important	9	6.0	6.0	14.6
	Important	42	27.8	27.8	42.4
	Very_Important	51	33.8	33.8	76.2
	Most_Important	36	23.8	23.8	100.0
	Total	151	100.0	100.0	

Afterward, table 4.12 shows that the Perceived Pricing variable is frequently ranked as the Most Important factor among the participated respondents, making it the 1st most important variable out of a total variable of 6. Accordingly, this can be clearly explained through its highest frequency number that is 72 at the percentage of 47.7%.

Table 4.12: Perceived Pricing Ranking

		Perceived_Pricing_Rank			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Mostly_Not_Important	8	5.3	5.3	5.3
	Not_Important	5	3.3	3.3	8.6
	Least_Important	6	4.0	4.0	12.6
	Important	20	13.2	13.2	25.8
	Very_Important	40	26.5	26.5	52.3
	Most_Important	72	47.7	47.7	100.0
	Total	151	100.0	100.0	

Then, table 4.13 suggests that the Product Safety variable is frequently ranked as the Important factor among the participated respondents, making it the 3rd most important variable out of a total variable of 6. Accordingly, this can be clearly explained through its highest frequency number that is 40 at the percentage of 26.5%.

Table 4.13: Product Safety Ranking

		Product_Safety_Rank			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Mostly_Not_Important	33	21.9	21.9	21.9
	Not_Important	17	11.3	11.3	33.1
	Least_Important	35	23.2	23.2	56.3
	Important	40	26.5	26.5	82.8
	Very_Important	13	8.6	8.6	91.4
	Most_Important	13	8.6	8.6	100.0
	Total	151	100.0	100.0	

Following that, table 4.14 also shows that the Convenience variable is frequently ranked as the Least Important factor among the participated respondents, making it the 4th most important variable out of a total variable of 6. Accordingly, this can be clearly explained through its highest frequency number that is 49 at the percentage of 32.5%.

Table 4.14: Convenience Ranking

		Convenience_Rank			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Mostly_Not_Important	10	6.6	6.6	6.6
	Not_Important	14	9.3	9.3	15.9
	Least_Important	49	32.5	32.5	48.3
	Important	34	22.5	22.5	70.9
	Very_Important	35	23.2	23.2	94.0
	Most_Important	9	6.0	6.0	100.0
	Total	151	100.0	100.0	

Notwithstanding, table 4.15 suggests that the Attitude variable is frequently ranked as the Not Important factor among the participated respondents, making it the 5th most important variable out of a total variable of 6. Accordingly, this can be clearly explained through its highest frequency number that is 81 at the percentage of 53.6%.

Table 4.15: Attitude Ranking

		Consumer_Attitude_Rank			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Mostly_Not_Important	28	18.5	18.5	18.5
	Not_Important	81	53.6	53.6	72.2
	Least_Important	26	17.2	17.2	89.4
	Important	5	3.3	3.3	92.7
	Very_Important	8	5.3	5.3	98.0
	Most_Important	3	2.0	2.0	100.0
	Total	151	100.0	100.0	

Lastly, table 4.16 shows that the Consumer Satisfaction variable is frequently ranked as the Mostly Not Important factor among the participated respondents, making it the 6th most important variable out of a total variable of 6. Accordingly, this can be clearly explained through its highest frequency number that is 66 at the percentage of 43.7%.

Table 4.16: Consumer Satisfaction Ranking

		Consumer_Satisfaction_Rank			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Mostly_Not_Important	66	43.7	43.7	43.7
	Not_Important	27	17.9	17.9	61.6
	Least_Important	26	17.2	17.2	78.8
	Important	10	6.6	6.6	85.4
	Very_Important	4	2.6	2.6	88.1
	Most_Important	18	11.9	11.9	100.0
	Total	151	100.0	100.0	

4.4 Correlation Analysis

4.4.1 Correlations between Demographic Variables and Purchase Intention

H7_O: There is no positive correlation between Gender and Purchase Intention.

H7_A: There is a positive correlation between Gender and Purchase Intention.

According to table 4.17, the r (correlation) value between the Gender and Purchase Intention is 0.050 and the p-value is 0.543 which is more than α 0.05. Therefore, do not reject H_O as there is no positive correlation between Gender and Purchase Intention.

Table 4.17: Correlations between Demographic Variables and Purchase Intention

Correlations		Purchase_ Intention
Gender	Pearson Correlation	.050
	Sig. (2-tailed)	.543
	N	151
Ethnicity	Pearson Correlation	.044
	Sig. (2-tailed)	.590
	N	151

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

H8_O: There is no positive correlation between Ethnicity and Purchase Intention.

H8_A: There is a positive correlation between Ethnicity and Purchase Intention.

Similarly, table 4.17 also suggests the r (correlation) value between the Ethnicity and Purchase Intention is 0.044 and the p-value is 0.590 which is more than α 0.05. Therefore, do not reject H_0 as there is no positive correlation between Ethnicity and Purchase Intention

4.4.2 Correlation between Mediating Variable and Dependent Variable

H_0 : There is no positive correlation between Customer Satisfaction and Purchase Intention.

H_A : There is a positive correlation between Customer Satisfaction and Purchase Intention.

Based on the information from table 4.18, the r (correlation) value between the Consumer Satisfaction and Purchase Intention is 0.734 and the p-value is 0.000 which is less than α 0.05. Therefore, do not reject H_A as there is a positive and high correlation between Consumer Satisfaction and Purchase Intention.

Table 4.18: Correlations between Consumer Satisfaction and Purchase Intention

Correlations		Purchase_ Intention
Consumer_Satisfaction	Pearson Correlation	.734**
	Sig. (2-tailed)	.000
	N	151

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

4.4.3 Correlation between Attitude and Purchase Intention

H₀: There is no positive correlation between Attitude and Purchase Intention.

H_A: There is a positive correlation between Attitude and Purchase Intention.

Table 4.19 explains the r (correlation) value between the Attitude and Purchase Intention is 0.561 and the p-value is 0.000 which is less than α 0.05. Therefore, do not reject H_A as there is a positive and moderate correlation between Attitude and Purchase Intention.

Table 4.19: Correlations between Attitude and Purchase Intention

Correlations		Consumer_ Attitude
Purchase_Intention	Pearson Correlation	.561**
	Sig. (2-tailed)	.000
	N	151

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

4.4.4 Correlations between Independent Variables and Mediating Variable

H₀: There is no positive correlation between Perceived Quality and Customer Satisfaction.

H_A: There is a positive correlation between Perceived Quality and Customer Satisfaction.

Accordingly, table 4.20 suggests the r (correlation) value between the Perceived Quality and Customer Satisfaction is 0.406 and the p-value is 0.000 which is less than α 0.05. Therefore, do not reject H_A as there is a positive and moderate correlation between Perceived Quality and Customer Satisfaction.

Table 4.20: Correlations between Independent Variables and Mediating Variable

		Correlations			
		Perceived_Quality	Perceived_Pricing	Product_Safety	Convenience
Consumer_Satisfaction	Pearson Correlation	.406**	.454**	.272**	.707**
	Sig. (2-tailed)	.000	.000	.001	.000
	N	151	151	151	151

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

H₀: There is no positive correlation between Perceived Pricing and Customer Satisfaction.

H_A: There is a positive correlation between Perceived Pricing and Customer Satisfaction.

Following that, the r (correlation) value between the Perceived Pricing and Customer Satisfaction from table 4.20 is 0.454 and the p-value is 0.000 which is less than α 0.05. Therefore, do not reject H_A as there is a positive and moderate correlation between Perceived Pricing and Customer Satisfaction.

H₀: There is no positive correlation between Product Safety and Customer Satisfaction.

H_A: There is a positive correlation between Product Safety and Customer Satisfaction.

Furthermore, table 4.20 shows the r (correlation) value between the Product Safety and Customer Satisfaction is 0.272 and the p-value is 0.001 which is less

than α 0.05. Therefore, do not reject H_A as there is a positive and low correlation between Product Safety and Customer Satisfaction.

H_0 : There is no positive correlation between Convenience and Customer Satisfaction.

H_A : There is a positive correlation between Convenience and Customer Satisfaction.

Together with, table 4.20 also explains the r (correlation) value between the Convenience and Customer Satisfaction is 0.707 and the p -value is 0.000 which is less than α 0.05. Therefore, do not reject H_A as there is a positive and high correlation between Convenience and Customer Satisfaction.

4.5 Reliability Analysis

Cronbach's alpha in table 4.21 is 0.845, which is more than 0.7 with the total number of items is 7 and the items contribute to greater reliability. Which means it is a very good reliability test and the model is valid.

Table 4.21: Reliability Analysis of Independent, Mediating and Dependent Variable

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Perceived_Quality	23.5033	8.823	.630	.821
Perceived_Pricing	23.4212	8.547	.637	.819
Product_Safety	24.2212	8.580	.393	.874
Convenience	23.1523	8.686	.682	.813
Consumer_Attitude	23.6344	8.485	.631	.820
Consumer_Satisfaction	23.2755	9.103	.663	.819
Purchase_Intention	23.2636	8.635	.759	.805

Reliability Statistics	
Cronbach's Alpha	N of Items
.845	7

4.6 Independent T-Test

4.6.1 Gender and Purchase Intention

The sample mean for the 53 male respondents is 4.11 with a standard deviation of 0.6 (rounded) and the sample mean for the 98 female respondents is 4.17 with a standard deviation of 0.5 (rounded).

Table 4.22: Group Statistics of Gender and Purchase Intention

Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
Purchase_Intention	Male	53	4.1094	.63678	.08747
	Female	98	4.1694	.54288	.05484
Total		151			

1. The sig-p-value for the Levene's test for equality of variance is 0.657. Since the sig-p value is more than 0.05, equality of variance can be assumed.
2. The mean difference is -0.600 and the standardised difference, $t_c = -0.609$.
3. The two-tailed sig-p value of the test is 0.543, which is more than α 0.05.
4. The 95% CI for the mean difference is [-0.254, 0.135], which does contain 0.

Table 4.23: Independent Sample Test of Gender and Purchase Intention

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Purchase_Intention	Equal variances assumed	.198	.657	-.609	149	.543	-.05995	.09845	-.25449	.13458
	Equal variances not assumed			-.581	93.196	.563	-.05995	.10324	-.26496	.14505

The 95% confidence interval (CI) for mean difference does contain the tested value of 0 and the sig-p value of the test is more than α 0.05. Thus, there is insufficient evidence of a difference in the mean purchase intention level for statistics between male and female groups. We are 95% confident that the difference is between -0.254 and 0.135 percentage.

4.6.2 Ethnicity and Purchase Intention

There are more than a couple number of variable groupings that are being present for the test, but after the evaluation, only one is chosen after its fitting result which is the grouping of Chinese and Indian. In light of that, detail explanations will be made in the following analyses.

4.6.2.1 Grouping of Chinese and Indian Ethnicity and Purchase Intention

The sample mean for the 53 Chinese respondents is 4.05 with a standard deviation of 0.75 and the sample mean for the 26 Indian respondents is 4.35 with a standard deviation of 0.51

Table 4.24: Group Statistics of Ethnicity (Chinese and Indian) and Purchase Intention

Group Statistics					
	Ethnicity	N	Mean	Std. Deviation	Std. Error Mean
Purchase_Intention	Chinese	53	4.0491	.75234	.10334
	Indian	26	4.3462	.51399	.10080
Total		79			

1. The sig-p value for the Levene's test for equality of variance is 0.327. Since the sig-p value is more than 0.05, equality of variance can be assumed.

2. The mean difference is -0.297 and the standardised difference, $t_c = -1.814$.
3. The two-tailed sig p value of the test is 0.074, which is less than α 0.1.
4. The 90% CI for the mean difference is [-0.623, 0.029], which does contain 0.

Table 4.25: Independent Sample Test of Ethnicity (Chinese and Indian) and Purchase Intention

		Independent Samples Test								
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper	
Purchase_Intention	Equal variances assumed	.972	.327	-1.814	77	.074	-.29710	.16380	-.62327	.02907
	Equal variances not assumed			-2.058	68.688	.043	-.29710	.14436	-.58511	-.00908

The 95% confidence interval (CI) for mean difference does contain the tested value of 0 and the sig-p value of the test is less than α 0.1. Thus, there is sufficient evidence of a difference in the mean purchase intention level for statistics between Chinese and Indian groups. We are 90% confident that the difference is between -0.623 and 0.029 percentage.

4.6.2.2 Other Groupings of Ethnicity and Purchase Intention

Amongst that, several least interesting yet indecisive approaches that are not being selected as the primary explanation towards the suggested test is all provided as below along with their respective explanations.

Table 4.26: Group Statistics of Ethnicity (Chinese and Malay) and Purchase Intention

Group Statistics					
	Ethnicity	N	Mean	Std. Deviation	Std. Error Mean
Purchase_Intention	Malay	69	4.1594	.39195	.04718
	Chinese	53	4.0491	.75234	.10334
Total		122			

Table 4.27: Independent Sample Test of Ethnicity (Chinese and Malay) and Purchase Intention

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Purchase_Intention	Equal variances assumed	10.538	.002	1.048	120	.297	.11036	.10529	-.09811	.31884
	Equal variances not assumed			.971	73.499	.334	.11036	.11360	-.11602	.33675

The sig-p value of the test is more than α 0.1. Thus, there is insufficient evidence of a difference in the mean purchase intention level for statistics between Malay and Chinese groups.

Table 4.28: Group Statistics of Ethnicity (Chinese and Others) and Purchase Intention

Group Statistics					
	Ethnicity	N	Mean	Std. Deviation	Std. Error Mean
Purchase_Intention	Chinese	53	4.0491	.75234	.10334
	Others	3	3.9333	.90185	.52068
Total		55			

Table 4.29: Independent Sample Test of Ethnicity (Chinese and Others) and Purchase Intention

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Purchase_Intention	Equal variances assumed	.071	.791	.257	54	.798	.11572	.45008	- .78664	1.01809
	Equal variances not assumed			.218	2.161	.846	.11572	.53084	-2.01312	2.24457

The sig-p value of the test is more than α 0.1. Thus, there is insufficient evidence of a difference in the mean purchase intention level for statistics between Chinese and Others groups.

Table 4.30: Group Statistics of Ethnicity (Malay and Indian) and Purchase Intention

Group Statistics					
	Ethnicity	N	Mean	Std. Deviation	Std. Error Mean
Purchase_Intention	Malay	69	4.1594	.39195	.04718
	Indian	26	4.3462	.51399	.10080
Total		95			

Table 4.31: Independent Sample Test of Ethnicity (Malay and Indian) and Purchase Intention

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Purchase_Intention	Equal variances assumed	4.773	.031	-1.895	93	.061	-.18673	.09853	-.38240	.00893
	Equal variances not assumed			-1.678	36.512	.102	-.18673	.11130	-.41235	.03888

The sig-p value of the test is more than α 0.1. Thus, there is insufficient evidence of a difference in the mean purchase intention level for statistics between Malay and Indian groups.

**Table 4.32: Group Statistics of Ethnicity (Malay and Others) and
Purchase Intention**

Group Statistics					
	Ethnicity	N	Mean	Std. Deviation	Std. Error Mean
Purchase_Intention	Malay	69	4.1594	.39195	.04718
	Others	3	3.9333	.90185	.52068
Total		72			

**Table 4.33: Independent Sample Test of Ethnicity (Malay and Others)
and Purchase Intention**

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Purchase_Intention	Equal variances assumed	4.647	.035	.923	70	.359	.22609	.24493	-26241	.71458
	Equal variances not assumed			.432	2.033	.707	.22609	.52282	-1.98880	2.44098

The sig-p value of the test is more than a 0.1. Thus, there is insufficient evidence of a difference in the mean purchase intention level for statistics between Malay and Others groups.

Table 4.34: Group Statistics of Ethnicity (Indian and Others) and Purchase Intention

Group Statistics					
	Ethnicity	N	Mean	Std. Deviation	Std. Error Mean
Purchase_Intention	Indian	26	4.3462	.51399	.10080
	Others	3	3.9333	.90185	.52068
Total		29			

Table 4.35: Independent Sample Test of Ethnicity (Indian and Others) and Purchase Intention

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Purchase_Intention	Equal variances assumed	1.184	.286	1.226	27	.231	.41282	.33667	-2.7797	1.10361
	Equal variances not assumed			.778	2.152	.513	.41282	.53035	-1.72098	2.54662

The sig-p value of the test is more than a 0.1. Thus, there is insufficient evidence of a difference in the mean purchase intention level for statistics between Indian and Others groups.

4.7 ANOVA and Multiple Linear Regression

4.7.1 ANOVA and Multiple Linear Regression for Consumer Satisfaction

$$H_0: \mu_1 = \mu_2 = \mu_3 = \mu_4 = \mu_5$$
$$H_A: \text{Not all population means are the same.}$$

H_0 is rejected, H_A is accepted.

All groups' means or variances are significantly different at α 0.05 level.

The significant value for ANOVA analysis from table 4.36 is 0.000, which is smaller than α (alpha) 0.01. This means, the H_0 is rejected and H_A is accepted. Therefore, the Group Means or Variances are significantly different at α 0.01 level.

Table 4.36: ANOVA between Perceived Quality, Perceived Pricing, Product Safety and Convenience towards Consumer Satisfaction

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23.212	4	5.803	42.494	.000 ^a
	Residual	19.938	146	.137		
	Total	43.150	150			

a. Predictors: (Constant), Convenience, Product_Safety, Perceived_Quality, Perceived_Pricing

b. Dependent Variable: Consumer_Satisfaction

The Equation for Perceived Quality, Perceived Pricing, Product Safety and Convenience towards Consumer Satisfaction:

$$\widehat{\text{Consumer Satisfaction}} = 1.290 + 0.007 (\text{Perceived Quality } i) - 0.074 (\text{Perceived Pricing } i) + 0.113 (\text{Product Safety } i) + 0.646 (\text{Convenience } i) + 0.238 (E_i)$$

t-statistics [0.106] [ns] [-1.165] [3.024] [***] [9.462] [***]

$$R^2 = 0.538; \bar{R}^2 = 0.525$$

Table 4.37: Coefficients between Perceived Quality, Perceived Pricing, Product Safety and Convenience towards Consumer Satisfaction

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	1.290	.238		5.430	.000	.820	1.759		
	Perceived_Quality	.007	.065	.008	.106	.915	-.121	.135	.563	1.776
	Perceived_Pricing	-.074	.063	-.093	-1.165	.246	-.199	.051	.491	2.035
	Product_Safety	.113	.037	.194	3.024	.003	.039	.187	.769	1.301
	Convenience	.646	.068	.741	9.462	.000	.511	.781	.516	1.939

a. Dependent Variable: Consumer_Satisfaction

According to table 4.37 and 4.38, the explanatory variable accounted for is about 73.3 percent of the variation in Consumer Satisfaction. Estimations reveal that the explanatory variable namely the Convenience is the most important explanatory variable with statistical significance at the 0.01 in Consumer Satisfaction. Therefore, 1 unit increase on the Convenience, on average, has the positive relationship effect of increasing Consumer Satisfaction by 0.646 with statistical significance at a 0.01 level. Besides, the T statistics significance (0.000) is less than a 0.01 level significance. Indicating that, there is sufficient evidence that Convenience affects Consumer Satisfaction. Hence, there is a relationship

between Convenience and Consumer Satisfaction at a 0.01 level statistically significant.

Table 4.38: Model Summary between Perceived Quality, Perceived Pricing, Product Safety and Convenience towards Consumer Satisfaction

Model Summary^b

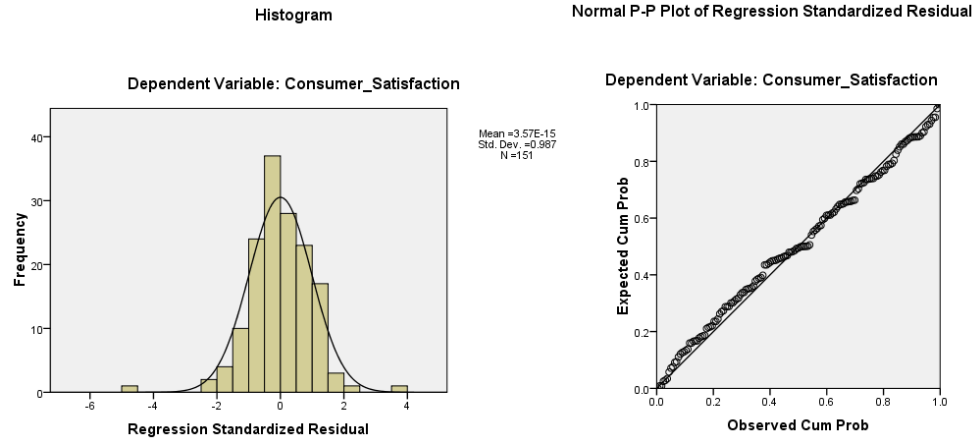
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.733 ^a	.538	.525	.36954	.538	42.494	4	146	.000	1.729

a. Predictors: (Constant), Convenience, Product_Safety, Perceived_Quality, Perceived_Pricing

b. Dependent Variable: Consumer_Satisfaction

As shown in table 4.37 and table 4.38, Product Safety is yet another important explanatory variable with statistical significance at the α 0.01 in Consumer Satisfaction too. With every 1 unit increase on the Product Safety, on average, has the positive relationship effect of increasing Consumer Satisfaction by 0.113 with statistical significance at a 0.01 level. Besides, the T statistics significance (0.003) is less than a 0.01 level significance. Indicating that, there is sufficient evidence that Product Safety affects Consumer Satisfaction. Indicating that, there is a relationship between Product Safety and Consumer Satisfaction at a 0.01 level statistically significant.

Table 4.39: Histogram and Normal P-P Plot between Perceived Quality, Perceived Pricing, Product Safety and Convenience towards Consumer Satisfaction



According to table 4.39, the histogram looks symmetrical and, visibly, there are no major high standing outliers and the data is assumed normally distributed. Furthermore, the highest frequency is approximately 36 and the lowest frequency is approximately 1. However, the Normal P-P Plot indicates that the points on this plot form a nearly linear pattern, which indicates that the normal distribution is a good model for this data set.

4.7.2 ANOVA and Simple Linear Regression between Consumer Satisfaction and Purchase Intention

The significant value for ANOVA analysis from table 4.40 is 0.000, which is smaller than α (alpha) 0.01. This means, the H_0 is rejected and H_A is accepted. Therefore, the Group Means or Variances are significantly different at a 0.01 level.

Table 4.40: ANOVA between Consumer Satisfaction and Purchase Intention

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	26.828	1	26.828	174.039	.000 ^a
	Residual	22.969	149	.154		
	Total	49.797	150			

a. Predictors: (Constant), Consumer_Satisfaction

b. Dependent Variable: Purchase_Intention

The Equation for Consumer Satisfaction and Purchase Intention:

$$\widehat{\text{Purchase Intention}} = 0.887 + 0.789 (\text{Consumer Satisfaction}_i) + 0.249 (E_i)$$

t-statistics [13.192]^{***}

$R^2 = 0.539$; $\bar{R}^2 = 0.536$

Table 4.41: Coefficients between Consumer Satisfaction and Purchase Intention

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	.887	.249		3.557	.001	.394	1.379		
	Consumer_Satisfaction	.789	.060	.734	13.192	.000	.670	.907	1.000	1.000

a. Dependent Variable: Purchase_Intention

Following the observation of table 4.41 and table 4.42, the explanatory variable accounted for is about 73.4 percent of the variation in the Purchase Intention. Estimations reveal that the explanatory variable namely the Consumer Satisfaction is an important explanatory variable with statistical significance at the α 0.01 in the Purchase Intention. Therefore, a 1 unit increase on Consumer Satisfaction, on average, has the positive relationship effect of increasing the Purchase Intention by 0.789 with statistical significance at the 0.01 level. Besides, the T statistics significance (0.000) is less than α 0.01 level significance. Indicating that, there is sufficient evidence that Consumer Satisfaction affects Purchase Intention. Hence, there is a relationship between Consumer Satisfaction and Purchase Intention at α 0.01 level statistically significant.

Table 4.42: Model Summary between Consumer Satisfaction and Purchase Intention

Model Summary^b

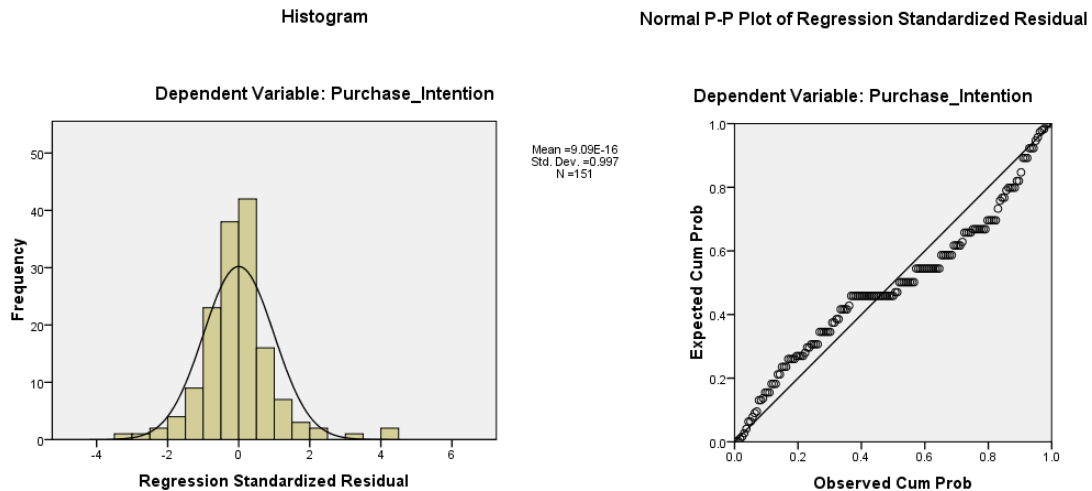
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.734 ^a	.539	.536	.39262	.539	174.039	1	149	.000	1.744

a. Predictors: (Constant), Consumer_Satisfaction

b. Dependent Variable: Purchase_Intention

According to table 4.43, the histogram looks symmetrical and, visibly, there are no major high standing outliers and the data is assumed normally distributed. Furthermore, the highest frequency is approximately 43 and the lowest frequency is approximately 1. However, the Normal P-P Plot indicates that the points on this plot form a nearly linear pattern, which indicates that the normal distribution is a good model for this data set.

Table 4.43: Histogram and Normal P-P Plot between Consumer Satisfaction and Purchase Intention



4.7.3 ANOVA and Simple Linear Regression between Consumer Attitude and Purchase Intention

Based on the result from table 4.44, the significant value for ANOVA analysis is 0.000, which is smaller than α (alpha) 0.01. This means, the H_0 is rejected and H_A is accepted. Therefore, the Group Means or Variances are significantly different at a 0.01 level.

Table 4.44: ANOVA between Attitude and Purchase Intention

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15.672	1	15.672	68.427	.000 ^a
	Residual	34.125	149	.229		
	Total	49.797	150			

a. Predictors: (Constant), Consumer_Attitude

b. Dependent Variable: Purchase_Intention

The Equation for Attitude and Purchase Intention:

$\widehat{\text{Purchase Intention}} = 2.398 + 0.463 (\text{Attitude}_i) + 0.215 (E_i)$	
t-statistics	[8.272] ^{***}
$R^2 = 0.315; \bar{R}^2 = 0.310$	

Table 4.45: Coefficients between Attitude and Purchase Intention

Coefficients ^a										
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	2.398	.215		11.147	.000	1.973	2.823		
	Consumer_Attitude	.463	.056	.561	8.272	.000	.353	.574	1.000	1.000

a. Dependent Variable: Purchase_Intention

According to the information from table 4.45 and table 4.46, Attitude is an important explanatory variable with statistical significance at the α 0.00 in the Purchase Intention. Therefore, 1 unit increase on the Attitude, on average, has the positive relationship effect of increasing the Purchase Intention by 0.463 with statistical significance at α 0.01 level. Besides, the T statistics significance (0.000) is less than α 0.01 level significance. Indicating that, there is sufficient evidence that the Attitude affects the Purchase Intention. Hence, there is a relationship between Attitude and Purchase Intention at α 0.01 level statistically significant.

Table 4.46: Model Summary between Attitude and Purchase Intention

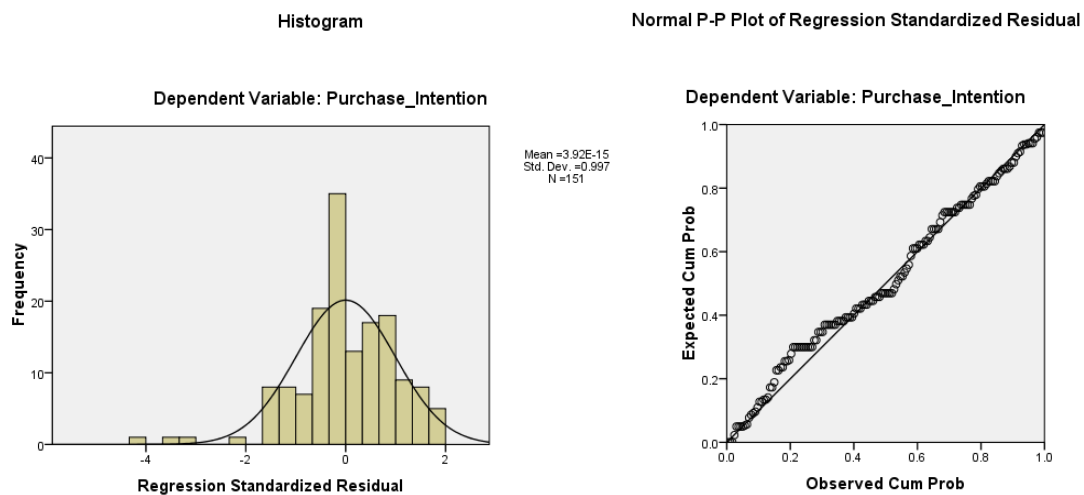
Model Summary ^b											
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson	
					R Square Change	F Change	df1	df2	Sig. F Change		
1	.561 ^a	.315	.310	.47857	.315	68.427	1	149	.000	2.086	

a. Predictors: (Constant), Consumer_Attitude

b. Dependent Variable: Purchase_Intention

Notwithstanding, the illustrations from table 4.47 suggests that the histogram looks symmetrical and, visibly, there are no major high standing outliers. Furthermore, the highest frequency is approximately 35 and the lowest frequency is approximately 1. However, the Normal P-P Plot indicates that the points on this plot form a nearly linear pattern, which indicates that the normal distribution is a good model for this data set.

Table 4.47: Histogram and Normal P-P Plot between Attitude and Purchase Intention



4.8 Residual Diagnosis

H₀: Residuals are no multicollinearity.

H_A: Residuals are multicollinearity.

According to table 4.37, the VIF value for Perceived Quality is 1.776, Perceived Pricing is 2.035, Product Safety is 1.301 and Convenience is 1.939. Followed by, table 4.41 suggests that the VIF value for Consumer Satisfaction is 1 which is equally the same with Attitude that is available from table 4.45. Since all the VIF values for all the variables are lesser than the suggested value of five (<5). Therefore, the H₀ can be assumed and the residuals are no multicollinearity.

4.9 Hypothesis Testing

Hypothesis testing is a very common technique for researchers to compare their null hypothesis (H_0) and the alternative hypothesis (H_A) with various type of measuring tools until the conclusion is formed (Bento, 2018). Besides, based on Dubois's (2019) interpretation, this statistical hypothesis testing can be called as the confirmatory data analysis that focuses on deciding the experimental results. The existence of hypothesis testing provides astounding insights with evidence that can directly and sufficiently explain the proposed hypotheses. By understanding the importance of the construction of hypothesis testing, a similar approach is taken, as that a thorough summary of supported hypotheses are drawn in table 4.48 below.

Table 4.48: Summary of Hypotheses Testing

Alternative Hypotheses	Result	Conclusion
HA ₁ : There is a significant relationship between Perceived Quality and Consumer Satisfaction.	t = 0.106 p-value (0.915 ^{ns})	Not Supported
HA ₂ : There is a significant relationship between Perceived Pricing and Consumer Satisfaction.	t = -1.165 p-value (0.246 ^{ns})	Not Supported
HA ₃ : There is a significant relationship between Product Safety and Consumer Satisfaction.	t = 3.024 p-value (0.003 ^{***})	Supported
HA ₄ : There is a significant relationship between Convenience and Consumer Satisfaction.	t = 9.462 p-value (0.000 ^{***})	Supported
HA ₅ : There is a significant relationship between Consumer Satisfaction and Purchase Intention.	t = 13.192 p-value (0.000 ^{***})	Supported
HA ₆ : There is a significant relationship between Attitude and Purchase Intention.	t = 8.272 p-value (0.000 ^{***})	Supported
HA ₇ : There is a positive correlation between Gender and Purchase Intention	t = 0.050 p-value (0.543 ^{ns})	Not Supported
HA ₈ : There is a positive correlation between Ethnicity and Purchase Intention	t = 0.044 p-value (0.590 ^{ns})	Not Supported

4.10 Conclusion

This chapter had explicitly explained all suggested hypotheses with evidence through various types of applied analytical techniques using by SPSS version 23. In the early beginning of this chapter, it introduced the contents of this chapter. Then, it began explaining the first analysis which was the descriptive analysis. All of the suggested variables had gone through this fundamental analysis. Following that, there was a frequency test that justified the frequency of all six proposed variables based on the collected data from section B of the questionnaire. After that, correlation analyses were constructed to test the H₇ and H₈ which were the gender and ethnicity against the purchase intention. Meanwhile, the correlation analysis did not end there but rather analysed the correlation between perceived quality, perceived pricing, product safety and convenience towards the consumer satisfaction, correlation between consumer satisfaction and purchase intention, and the correlation between attitude and purchase intention. Accordingly, the chapter then tested the reliability of all proposed variables through reliability analysis. Once that had been fulfilled, Independent T-Test then came onto the stage by testing the difference of gender and ethnicity variable towards the purchase intention respectively. Afterward, ANOVA (Analysis of Variance) was used along with the Multiple Linear Regression for H₁, H₂, H₃, and H₄.

Together with, ANOVA and Simple Linear Regression were then applied to test the H₅ and H₆. Notwithstanding, the result revealed the importance of convenience and product safety variables as they had been proven to be the explanatory variable to consumer satisfaction. Together with that, attitude and consumer satisfaction were, however, the important explanatory variable towards the purchase intention. Followed by, a residual diagnosis was conducted to learn the existence of multicollinearity. Before wrapping things up, all the proposed hypotheses were summarised into a very simple table that explained the hypothesis testing procedures along with the results with significant level and conclusions towards the suggested hypotheses. Lastly, the chapter ends completely as it welcomes the continuity into the last chapter of the study, Chapter V.

CHAPTER V

DISCUSSION, CONCLUSION, AND IMPLICATIONS

5.0 Introduction

As the ending chapter of this study, it will work like its previous chapters. To begin with, a brief introduction and a summary of the statistical analyses will be explained in this chapter. After that, there will be a discussion of major findings with related hypotheses and citations. Then, the implications of the study that primarily focus to discuss the benefits of the study as to how it may be in theoretical and practical ways. Afterward, there will be a small discussion about the limitation of the study and the recommendations for future studies. Lastly, it will end with another revision of coverage.

5.1 Summary of Statistical Analyses

All the integrated statistical analyses will be discussed in this particular section but in a more summarised manner. The first statistical analysis of the study, the descriptive statistic was applied to two (2) different focuses which were the demographic profile descriptive statistic and variable-based descriptive statistics that included the dependent variable, mediating variable and independent variable.

A frequency test on the popularity of every independent and mediating variable that aimed to define which of the variable was the most important and which was the least or not important to them. According to the test, the Perceived Pricing variable appeared as the most important variable, followed by Perceived Quality, Product Safety, Convenience, Attitude and Consumer Satisfaction as the last. As a word of remind, the

results from the frequency test did not aim to indicate or signify anything to the final result but rather as a pre-survey indication to determine how people think before their conduct or engagement to a real scenario.

Correlation analysis was held accordingly to justify various correlations. That included the correlation between the demographic profiles and Purchase Intention, the correlation between Attitude and Purchase Intention, and the correlation between the independent variables (Perceived Quality, Perceived Pricing, Product Safety, and Convenience), Consumer Satisfaction and Purchase Intention. Back in table 4.17, the correlation analysis suggested there was no positive correlation between the demographic profile variables (Gender and Ethnicity) and dependent variables (Purchase Intention). However, the correlation test between Consumer Satisfaction (mediating variable) and Purchase Intention (dependent variable) suggested having a positive and high correlation in Table 4.18. Similarly, the correlation between Attitude and Purchase Intention was also proven to have a positive moderate effect in table 4.19. Notwithstanding, the correlation between Perceived Quality, Perceived Pricing, Product Safety, and Convenience was all proven to have a positive correlation with Consumer Satisfaction (mediating variable) in table 4.20. Based on the projected the result from Table 4.21, the Cronbach's Alpha is 0.845, which are more than 0.7 with the total number of items is 7. Hence, it cast greater reliability to the test as that the model was indeed valid.

Independent T-Tests between Gender and Purchase Intention and Ethnicity and Purchase Intention were carried out. The test between Gender and Purchase Intention had proven to have insufficient evidence of a difference in the mean purchase intention level for statistics between male and female groups. Meanwhile, the test between Ethnicity and Purchase Intention proved to have sufficient evidence of a difference in the mean purchase intention level for statistics between Chinese and Indian Group.

After that, ANOVA analysis and Multiple Linear Regression was used on Perceived Quality, Perceived Pricing, Product Safety, Convenience, and Consumer Satisfaction.

In particular, the analysis suggested the variables namely Convenience and Product Safety were the most important variable among the rest of the independent variables to which have an actively significant relationship to Consumer Satisfaction. On the other hand, ANOVA and Simple Linear Regression were applied over the tested relationships between Consumer Satisfaction and Purchase Intention, and Attitude and Purchase Intention. The significant relationships were proven to be statistically significant at $\alpha = 0.01$ as Consumer Satisfaction and Attitude are independently important towards the Purchase Intention. Before moving to the last section, an examination for residual multicollinearity was held. With the evidence provided, all VIF values are less than 5. Hence, residuals are no multicollinearity. Last but not least, a summarised table of hypothesis testings was constructed under Table 4.48 that explained whether the alternative hypotheses H_A were supported or not together with the significant result from various analyses.

5.2 Discussion of Major Findings

In the continuity of the hypothesis testing, a thorough discussion for the major finding will be covered within this section. All the alternative hypotheses will be explained whether they are supported or not together with some supportive evidence.

H1_A: There is a significant relationship between Perceived Quality and Consumer Satisfaction. - Unsupported

Based on the result from Multiple Linear Regression analysis, the null hypothesis (H_0) cannot be rejected since the sig-p value between Perceived Quality and Consumer Satisfaction is 0.915 which is more than $\alpha = 0.5$. So, it is 95% confident that there is no significant relationship between Perceived Quality and Consumer Satisfaction.

The result suggests that there is no significant relationship between Perceived Quality and Consumer Satisfaction. Thus denied many previously supported

sources that indicated the existence of this relationship. The suggestion made by Karki & Panthi (2018) is hence cannot be justified in this study. In accordance with that, the product and service quality that they believed to be one of the determinations to affect consumer satisfaction could be supportive of another area of study but not the ready-made or custom-made products of Malaysian textile and apparel industry. Though Linton (2018) once stated the product or service quality is a common factor to maintain customer satisfaction and loyalty, in this scenario, people seem to care better on product safety and convenience. Not only that, Nanda (2005) once proposed that the quality is all about satisfying the more demanding expectations from the customer, but unfortunately that cannot be justified here either. In addition, the ineffective concern for product nor service quality to become a demanding expectation in Malaysian textile and apparel industry is, however, another interesting topic to discuss upon.

H2A: There is a significant relationship between Perceived Pricing and Consumer Satisfaction. - Unsupported

According to the result based on the Multiple Linear Regression analysis, the null hypothesis (H_0) cannot be rejected since the sig-p value between Perceived Pricing and Consumer Satisfaction is 0.246 which is more than α 0.5. So, it is 95% confident that there is no significant relationship between Perceived Pricing and Consumer Satisfaction.

The result signifies another unsupported relationship between Perceived Pricing and Consumer Satisfaction. Accordingly, the statement suggested by Ismail, Nirwanto, & Triatmanto (2016) regarding the existing relationship between pricing and consumer satisfaction is nowhere to be seen supportive in this research study. However, at one particular point, they indicated the importance of the collaborative relationship between pricing and quality. With that, they believed the effect could be better and solid in terms of offering greater customer

value. Eventually, custom-making comfortable apparel will cost a lot more compared to the ready-made. Melanie (2017) once explained that pricing is all about makes or break decisions since the level of pricing will affect the perception of any customer. Having a cheaper price might satisfy a customer for a while but they might doubt the reason for it being cheap and ultimately becomes unsatisfied because of that. Nonetheless, according to the fact made by Subramanian, Gunasekaran, Yu, Cheng, & Ning. (2013), pricing does not necessarily boost the satisfaction of a customer, especially the Chinese. Amongst, there are people who view certain values more than pricing which is absolutely an opposite insight of what the common people would do. Correspondingly, this fact is and eventually seems relevant to the Malaysian scenario whereby they look higher on the value (product safety and convenience) they are looking for rather than acquiring it cheap.

H3A: There is a significant relationship between Product Safety and Consumer Satisfaction. - Supported

The analysed result from Multiple Linear Regression analysis suggested the null hypothesis (H_0) can be rejected since the sig-p value between Product Safety and Consumer Satisfaction is 0.003 which is lesser than α 0.1. So, it is 99% confident that there is a significant relationship between Product Safety and Consumer Satisfaction.

Unlike previous relationships, Product Safety and Consumer Satisfaction have been tested to have a significant relationship. Therefore, much of the previous researches which pointed out the indirect existence of the relationship can now be validly justified. As previously mentioned by Anwar & Bach (2016), being a key attribute of product quality, product safety does have an active influence on consumer satisfaction whereby it can generate reliability for the consumers. Not only that, Hussain, Al Nasser, & K. Hussain (2015) also pointed out the fact that safety factor as an initial main dimensional factor of service quality,

does improve the effectiveness of a service quality that correlates to the consumer satisfaction. In other words, the safety factor does have an influence on consumer satisfaction. Continuously, as one of the factors in the six-dimensional construct of perceived quality, Marakanon & Panjakajornsak's (2017) statements which indicated the ties between product safety and perceived risk can be assumed. Correspondingly relates to consumer satisfaction. Although this direct relationship has not been ultimately justified from all of the referenced literature. But after this research, product safety can now be explained to have an independent relationship with consumer satisfaction.

H4_A: There is a significant relationship between Convenience and Consumer Satisfaction. - Supported

Follows the result obtained from the Multiple Linear Regression analysis, the null hypothesis (H_0) is rejected since the sig-p value between Convenience and Consumer Satisfaction is 0.000 which is lesser than α 0.1. So, it is 99% confident that there is a significant relationship between Convenience and Consumer Satisfaction.

The convenience variable has been actively proven to be the most important variable to explain consumer satisfaction. Furthermore, the relationship between these two (2) variables is significantly valid. The existence of this relationship that was mentioned earlier by Srivastava & Kaul (2014), suggesting an attending shopping experience of a consumer may affect consumer satisfaction is undoubtedly true. Besides, according to Loria's (2017) justification on the role of convenience, the statement suggesting people often think of simplicity as in how simple a product can be reached to the consumers is yet another supporting statement to the result. The question of whether it is served in a final form or a foundation is exactly a discussion defining a ready-made or custom-made. To say nothing of, the investigation made by Pham, Tran,

Misra, & Maskeliūnas (2018) on the importance of requiring an improved shopping convenience in order to meet up with the increasing demand for shopping simplicity is, however, another key factor to securing a successful experience. Together with, the implementation of five (5) dimensions of convenience including access convenience, search convenience, evaluation convenience, transaction convenience and possession/post-purchase convenience are believed to exponentially increase the potential of a purchase being made.

H5A: There is a significant relationship between Consumer Satisfaction and Purchase Intention. - Supported

Multiple Linear Regression analysis revealed the need to reject the null hypothesis (H_0) since the sig-p value between Consumer Satisfaction and Purchase Intention is 0.000 which is lesser than α 0.1. So, it is 99% confident that there is a significant relationship between Consumer Satisfaction and Purchase Intention.

The relationship between Consumer Satisfaction and Purchase Intention is significantly justified in this research as it was once done in Mehmood & Shafiq's (2015) work. Furthermore, the research that was done by Seiders, Voss, Grewal, & Godfrey (2005) also suggested the existing relationship between the two along with several influences that included convenience, competitive intensity, customer involvement, and household income. Moreover, the interpretation of this relationship was also conducted by Hsu, Chang, & Chuan (2015) which pointed greater influences of trust and satisfaction can potentially improve the repeat purchase intention. Similarly, like what was mentioned by Kotler & Armstrong (2017), the relationship can be seen to be built from the foundation of depended product or service perceived performance that relates to the buyer's expectation whether they are matched or not. Correspondingly,

the ability to deliver with promise and expectation is what believed to alter a satisfactory of a customer and that affects the purchase intention.

H6A: There is a significant relationship between Attitude and Purchase Intention. - Supported

According to the result based on the Multiple Linear Regression analysis, the null hypothesis (H_0) is rejected since the sig-p value between Attitude and Purchase Intention is 0.000 which is lesser than α 0.1. So, it is 99% confident that there is a significant relationship between Attitude and Purchase Intention.

Along with the unearthed scientific evidence gathered from the analysis, that suggests the existing relationship between attitude and purchase intention, the assumption influenced by Chen, Teng, Yu & Yu (2014) can be validly justified. Accordingly, following the rise of social media, eWOM (electronic word of mouth) became very influential when promoting or advertising on something. Hence, that manipulated the consumer attitude and purchase intention. Not only that, influences from visual merchandising suggested in the research from Park, Jeon & Sullivan (2014) can also be another factor that changes the consumer attitude towards the purchase intention. Nonetheless, the statement regarding the matter of consumer attitude may strengthen the brand image and brand equity as well as enhancing a purchase intention made by Dehghani & Tumer (2015) can also be related to this study. This is because consumer attitude can effectively shape the brand image and brand equity too. Similarly, the user-generated communication which investigated by Schivinski & Dabrowski (2014) may also be one of the factors to enhance brand equity and brand attitude into successful purchase intention.

H7A: There is a positive correlation between Gender and Purchase Intention. – Not Supported

The correlation analysis revealed the need to accept the null hypothesis (H_0) since the sig-p value between Gender and Purchase Intention is 0.543 which is greater than α 0.5. Hence there is no positive correlation between Gender and Purchase Intention.

After the correlation analysis, the correlation between the two (2) variables cannot be validated. Hence the tested suggestion from Vijaya Lakshmi, Aparanjini Niharika, & Lahari (2017) pointed out the fact that differences between gender could affect the purchase intention cannot be justified in this study. As that neither the gender can make influential changes towards the purchase intention. Furthermore, another similar justification made by Wee, Ariff, Zakuan, & Tajudin (2014) regarding the difference in gender could hold differentiated effects towards the purchase behaviour is, however, cannot be sustained here too.

H8A: There is a positive correlation between Ethnicity and Purchase Intention. – Not Supported

The correlation analysis revealed the need to accept the null hypothesis (H_0) since the sig-p value between Ethnicity and Purchase Intention is 0.590 which is greater than α 0.5. Hence there is no positive correlation between Ethnicity and Purchase Intention.

The result of this hypothesis did not prove a piece of supportive evidence through this correlation analysis between ethnicity and purchase intention. Notwithstanding, it did not go as suggested by Hyun & Fairhurst's (2017) which indicated the existence of an effect of ethnical factors towards consumption behaviour or otherwise purchasing behaviour. Needless to say, ethnicity is

hardly a supportive factor to correlate with the purchase intention like what was explained by Lin & Xu (2017). Furthermore, the argument to say social distance would affect purchase intention cannot be justified here.

5.3 Implications of Study

The primary focus of this study was to determine and analyse the factors that are affecting the purchase intention towards ready-made and custom-made products in the Malaysian textile and apparel industry. Accordingly, various variables and relationships were studied, examined and analysed but not all of the suggestions were supported in this study. Hence, the implication of study is constructed to further elaborate on the importance of the findings.

5.3.1 Theoretical Implication of the Study

Based on the Engel-Blackwell-Miniard (EBM) model of consumer behaviour theory, its statement that suggested the influence of attitude and satisfaction towards the decision process can be truly implicated here. The first theoretical implication that can be confirmed is that purchase intention is monitored by the attitude, in which they tend to be different from person to person. Notwithstanding, this effect is also mentioned by Chen, Teng, Yu & Yu (2014) that pointed out the fact that people may be influenced by various types of information, especially social media and electrical word of mouth (eWOM). Furthermore, the attitude is also believed to react according to visual merchandising and branding (Dehghani & Tumer, 2015; Schivinski & Dabrowski, 2014; Park, Jeon, & Sullivan, 2015). Hence, by improving the influencing factor of information will alter the attitude as well as ultimately enhance the possibility of purchase intention getting better.

Following that, the second implication for the theoretical approach is the existing influence of satisfaction towards decision making. In that particular

relationship, satisfaction can be enhanced through the convenience factor like what was suggested by Seiders, Voss, Grewal, & Godfrey (2005). Nevertheless, the combination of trust and satisfaction received from previous purchases can also be another factor to secure re-purchasing behaviour (Hsu, Chang, & Chuan, 2015). Therefore, if the satisfaction factor is increased, purchase intention shall respond positively.

Other than that, the pricing and quality variable which was extracted from the 4Ps' theory of marketing mix had not made into any major explanation in this study. Hence, the statement which indicates the relationship of these variables towards the purchase decision is not supported within.

5.3.2 Practical Implication of the Study

There have been various indications that they can shape the outcome to actually enhance the purchase behaviour. Practically, convenience factor and product safety have both been scientifically proven to have a positive impact on consumer satisfaction in this study.

To say nothing of, by improving product safety can potentially provide a greater extent of product reliability while reducing the risk of it being faulty, and that shall further improve the satisfaction of the users (Anwar & Bach, 2016; Marakanon & Panjakajornsak, 2017).

Nonetheless, focus on the expansion on the convenience factor is believed to offer a much better extent in terms of the simplicity of an item being reached to the consumer (Loria, 2017). The convenience factor that includes the access convenience, search convenience, evaluation convenience, transaction convenience, and possession/post-purchase convenience are all believed to exponentially improve the purchase intention of a consumer.

5.4 Limitation of Study

We sometimes may have great ideas and intentions to do something magnificent or big but sometimes, something negative just does not want us to reach it. They look exactly like the neighbourhood bad boys that surprisingly knock on your door when you were focussing or working on something. They would never stop until you got your work done. For me, they seemed to have this sole objective which is to make sure you suffer as you fail to get your job done. This is a very common situation faced by many people no matter what or who they are. Though, not everyone will have the same limitation since everyone begins or work in a significantly different situation, environment or even time. Nothing had been easy since the beginning of this work of research, and every challenge that I had been through had me understand better about limitations.

“Purchase intention towards ready-made and custom-made products in the Malaysian textile and apparel industry” is a very unique research topic along with special focuses. Unlike any other Malaysian post-graduate researches, it was intended to be business-focused research that aims to enhance the understanding of the current business trend so that the old business strategies could be reconstructed. Accordingly, many of the approaches should be backed by Malaysian literature sources but unfortunately, there are not many being available. Hence, most of the sources were integrated from a foreign land and the sources might not even work perfectly in Malaysia after their differences in terms of culture and environment. As a matter of fact, that became the first limitation of the study.

After that, it was the limitation for me to rapidly complete the data collection procedures within the mentioned time. My data collection process had not been easy due to the fact that my questionnaires were not open for everyone but rather those who had fulfilled certain requirements in order to become a qualified participant. Correspondingly, the time and effort to locate a qualified respondent was tremendously difficult. Following that, it was my limited time to effectively distribute and persuade interested participants to get into my survey every day. Most of the time, I would have

my presence in two (2) to three (3) retail stores for one (1) hour each per day. Nonetheless, within this period of time, I would only collect up to 6 complete data set on average or even ten (10) if I did not need to explain my questionnaires to the respondents along with minimum refusals.

Other than that, the intention to get 300 respondents was actually a very demanding request that can hardly be achieved in constrained reality. What was being true was that there were lesser people who were willingly interested in participating in the research survey. Notwithstanding, their avoidance of the survey had made the entire survey experience to have gone into a bitter situation. In the meantime, the true figure of accepted data sets was 151, which had reasonably explained their behaviour towards the study. Needless to say, there were 149 missing data sets found at the end of the data collection procedure which was later excluded from the study.

5.5 Recommendations for Future Studies

During the writing of this research study, there had been many missed opportunities and ideas which could potentially enhance the coverage of the research topic. To say nothing of, the missing pieces then became the greatest yet regretful pain on this research effort, if there were more people being involved in this research. Supposedly, the earliest intention of the plan was huge that aimed to test not only the perceived quality, perceived pricing, product safety nor the convenience towards consumer satisfaction, but also the branding, communication, location (extracted from convenience) and social classes. Among the demographic profiles other than gender and ethnicity, perceived choice of product type and income were also intended to run on the correlation analysis towards the purchase intention. All these ideas which had not been done in this research are humbly recommended to someone who will in sometime in the future to follow up on this interesting research topic.

Upon receiving the outcome from the analyses, there were surprising moments and unfortunate moments whereby perceived quality and perceived pricing had not played

an important role in explaining their relationship towards the consumer satisfaction compared to what the other researchers did. Hence, for future studies to come, it is advised that try testing these two variables directly towards the purchase intention rather than directing them towards consumer satisfaction. This is because people who will decide ready-made or custom-made will most likely define the convenience first and product safety followed after, rather than those two variables in the Malaysian textile and apparel industry. This is because getting custom-made apparel will cost a lot more compared to the ready-made and buying cheap will risk the harm on the user.

Not only that, due to the ineffective explanation of the correlation of gender and ethnicity towards the purchase intention, it is also advised that try to have gender and ethnicity approaching consumer satisfaction rather than purchase intention since it offered zero results from this study. Among that, future studies may also consider having the extended demographic profile of perceived choice of product type and income which may have some impact on the purchase intention.

Further the discussion of recommendation, future studies can possibly try to enhance the cultural factor which this research does not has. It is believed that culture may have something to do with the decision of ready-made or custom-made purchase decisions. Though be aware that culture from country to country may not share the same attribute. Hence, local sources are always the best bet to get the most out of everything. For this time being, the local sources which relate to the exact area of research are limited, therefore patience and clever planning is the way out.

Last but not least, future studies may want to look into the technological side of simplifying the custom-made. This is an important aspect to be concern with as it may literally change the whole game into a whole new dimension. To say nothing of, if there is a technology that can simplify the custom-made process, who will actually buy the ready-made if it can be made quickly and cheaper? Together with, how the ready-made producers will react upon such changes? The future of mankind holds many possibilities and no one knows what will come next. The result of the study is genuinely raw and is achieved in August 2019.

5.6 Conclusion

This is the ending chapter for the entire work of research; it has covered much of the earlier suggested questions, hypotheses, and contents. At the beginning of this chapter, it had a brief introductory content that explained what was about to be discussed within this chapter. Followed by, it then revised on the summary of the statistical analyses that happened back in Chapter IV. After that, a discussion of major findings with related hypotheses was also been explained with sufficient supportive facts. Then, there was an explanation of the implication of the study which focused on the theoretical and practical benefit of the study. Afterward, it continues with the discussion of research limitations that actively explain the mind-blowing difficulties that happened during the research period. Continuously, there was a small discussion regarding the recommendations for future studies. Hereafter signifies the end of this research paper.

-The End-

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APPENDICES

APPENDIX A - Questionnaire

Purchase Intention towards Ready-made and Custom-made Products in Malaysian Textile and Apparel Industry

-An Honest Contribution-

Note to Participation

Textile industry in Malaysia has changed in recent years. Providing that, consumers are looking for convenience, accessibility, and efficiency to their desired items. Hence, this practical survey is prepared to measure the latest thought and trend of the textile and apparel consumers. Notwithstanding, every single drop of data will never be exposed during and after the research and will be handled privately and confidentially.

Definition of Key-words

Ready-made: Made in advance for sale to any purchaser, rather than to order.

Custom-made: Made to individual order; a custom-made item, especially of apparel.

Section A

Demographic Information

(a) Gender:

Male

Female

(b) Age:

18-25

26-35

36-50

>50

(c) Ethnicity:

Malay

Chinese

Indian

Others

(d) Education:

None

SPM

Diploma

Degree

Master / PhD

(e) Occupation:

Private Sector Employee

Public Sector Employee

Self Employed

Unemployed

- Student
- Housewife/Househusband
- Retired

(f) Income:

- < ^{RM}2,000
- ^{RM}2,001- ^{RM}3,500
- ^{RM} 3,501- ^{RM} 5,000
- > ^{RM}5,000

(g) How well can you describe your understanding to textile products?

- Don't know
- Basics
- In-depth
- Professional

(h) Which type of product you prefer to spend on?

- Ready-Made
- Custom-made

Section B

Which variables do you think it matters the most through an ascending order in your personal perception whenever you are decided to buy either the ready-made or custom-made product in a textile and/or apparel shop? *Please rank 1 to 6 in the provided columns below:*

(1 = Mostly Not Important, and 6 = Mostly Important)

Variables	Ranking (1-6)
Perceived Quality	
Perceived Pricing	
Product Safety	
Convenience	
Attitude	
Consumer Satisfaction	

Section C

Please **TICK** on a scale of 1 to 5, as it is that you are agreed with the statements below.

1. Perceived Quality

- i. The ready-made and custom-made product have different quality level.

Strongly Disagree

Disagree

Undecided

Agree

Strongly Agree

- ii. Overall quality is determined by both service and product quality.

Strongly Disagree

Disagree

Undecided

Agree

Strongly Agree

- iii. Custom-made product has greater extend to quality determination.

Strongly Disagree

Disagree

Undecided

Agree

Strongly Agree

- iv. I am satisfied with majority ready-made products after its ability to deliver with quality.
 - Strongly Disagree
 - Disagree
 - Undecided
 - Agree
 - Strongly Agree

- v. Ready-made or custom-made product is determined by perceived quality.
 - Strongly Disagree
 - Disagree
 - Undecided
 - Agree
 - Strongly Agree

2. Perceived Pricing

- i. The ready-made and custom-made product have different pricing level.
 - Strongly Disagree
 - Disagree
 - Undecided
 - Agree
 - Strongly Agree

- ii. Price acceptability is determined by perceived quality and referenced price.
 - Strongly Disagree
 - Disagree
 - Undecided
 - Agree
 - Strongly Agree

- iii. Ready-made product is simply cheaper than custom-made ones.
 - Strongly Disagree
 - Disagree
 - Undecided
 - Agree
 - Strongly Agree

- iv. I am absolutely happy and satisfied after purchasing custom-made product, even though they may be expensive.
 - Strongly Disagree
 - Disagree
 - Undecided
 - Agree
 - Strongly Agree

- v. Ready-made or custom-made products is determined by perceived pricing.
 - Strongly Disagree
 - Disagree
 - Undecided
 - Agree
 - Strongly Agree

3. Product Safety

- i. The ready-made and custom-made product have different safety concern.
 - Strongly Disagree
 - Disagree
 - Undecided
 - Agree
 - Strongly Agree

- ii. I will not be satisfied if my health was threatened after the application of a harmful product no matter how cheap or how elegant it could be.
- Strongly Disagree
 - Disagree
 - Undecided
 - Agree
 - Strongly Agree
- iii. The ready-made product is usually made with lesser grade materials like polyester.
- Strongly Disagree
 - Disagree
 - Undecided
 - Agree
 - Strongly Agree
- iv. Synthetic or artificial materials are harmful and unsafe to our human application, so I would custom-make a product to exclude the harmful material.
- Strongly Disagree
 - Disagree
 - Undecided
 - Agree
 - Strongly Agree
- v. Ready-made or custom-made product is determined by product safety.
- Strongly Disagree
 - Disagree
 - Undecided
 - Agree
 - Strongly Agree

4. Convenience

i. The ready-made and custom-made product have different convenient level to obtain.

Strongly Disagree

Disagree

Undecided

Agree

Strongly Agree

ii. The ready-made product is simple and convenient to obtained in final form.

Strongly Disagree

Disagree

Undecided

Agree

Strongly Agree

iii. With the help of technology, custom-made product can be obtained as convenience as the ready-made could be.

Strongly Disagree

Disagree

Undecided

Agree

Strongly Agree

iv. Greater convenience level improves my purchase satisfaction.

Strongly Disagree

Disagree

Undecided

Agree

Strongly Agree

v. Ready-made or custom-made is determined by convenience.

- Strongly Disagree
- Disagree
- Undecided
- Agree
- Strongly Agree

5. Attitude

- i. The ready-made product is on the trend and yet it is very popular so I want to follow.

- Strongly Disagree
- Disagree
- Undecided
- Agree
- Strongly Agree

- ii. The custom-made product has its own uniqueness and specialty, thus possessing it makes me unique.

- Strongly Disagree
- Disagree
- Undecided
- Agree
- Strongly Agree

- iii. The ready-made product is ready on the shelf and the purchase is safe.

- Strongly Disagree
- Disagree
- Undecided
- Agree
- Strongly Agree

iv. The custom-made product allows me to unleash my creativity and satisfy my desire.

Strongly Disagree

Disagree

Undecided

Agree

Strongly Agree

v. The ready-made product and custom-made product share the same level of desire to obtain.

Strongly Disagree

Disagree

Undecided

Agree

Strongly Agree

6. Consumer Satisfaction

i. I am satisfied after quality perceived from my textile and apparel purchases that include ready-made and custom-made product.

Strongly Disagree

Disagree

Undecided

Agree

Strongly Agree

- ii. I am more than satisfied if the textile and apparel product pricing is at its lowest that include ready-made and custom-made product.
- Strongly Disagree
 - Disagree
 - Undecided
 - Agree
 - Strongly Agree
- iii. I am concerned with the product safety as it is important to explain my satisfaction level when purchasing a ready-made or custom-made product.
- Strongly Disagree
 - Disagree
 - Undecided
 - Agree
 - Strongly Agree
- iv. I cannot be more satisfied with the least time and effort to purchase the ready-made or custom-made products.
- Strongly Disagree
 - Disagree
 - Undecided
 - Agree
 - Strongly Agree
- v. My satisfactions are important to define my purchase intention towards ready-made and custom-made products.
- Strongly Disagree
 - Disagree
 - Undecided
 - Agree
 - Strongly Agree

7. Purchase Intention

i. My purchases are determined by satisfaction after perceived quality.

Strongly Disagree

Disagree

Undecided

Agree

Strongly Agree

ii. My purchases are determined by satisfaction after perceived pricing.

Strongly Disagree

Disagree

Undecided

Agree

Strongly Agree

iii. My purchases are determined by satisfaction after product safety.

Strongly Disagree

Disagree

Undecided

Agree

Strongly Agree

iv. My purchases are determined by satisfaction after convenience factor.

Strongly Disagree

Disagree

Undecided

Agree

Strongly Agree

v. I prefer attitude to speak for my purchase intention that comes to the selection of ready-made and custom-made products.

Strongly Disagree

Disagree

Undecided

Agree

Strongly Agree

- The End -

APPENDIX B – Ethical Approval



UNIVERSITI TUNKU ABDUL RAHMAN

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Re: U/SERC/52/2019

15 March 2019

Dr Aye Aye Khin
Department of Economics
Faculty of Accountancy and Management
Universiti Tunku Abdul Rahman
Jalan Sungai Long
Bandar Sungai Long
43000 Kajang, Selangor

Dear Dr Aye,

Ethical Approval For Research Project/Protocol

We refer to your application for ethical approval for your research project (Master student's project) and are pleased to inform you that your application has been approved under expedited review.

The details of your research project are as follows:

Research Title	Purchase Intention Towards Ready-made and Custom-made Products in Malaysian Textile and Apparel Industry
Investigator(s)	Dr Aye Aye Khin Ng Shi Jie (UTAR Postgraduate Student)
Research Area	Social Sciences
Research Location	Klang Valley, Kelantan, Johor
No of Participants	300 participants (Age: 18 and above)
Research Costs	Self-funded
Approval Validity	15 March 2019 - 14 March 2020

The conduct of this research is subject to the following:

- (1) The participants' informed consent be obtained prior to the commencement of the research;
- (2) Confidentiality of participants' personal data must be maintained; and

- (3) Compliance with procedures set out in related policies of UTAR such as the UTAR Research Ethics and Code of Conduct, Code of Practice for Research Involving Humans and other related policies/guidelines.

Should you collect personal data of participants in your study, please have the participants sign the attached Personal Data Protection Statement for your records.

The University wishes you all the best in your research.

Thank you.

Yours sincerely,



Professor Ts Dr Faidz bin Abd Rahman

Chairman

UTAR Scientific and Ethical Review Committee

c.c Dean, Faculty of Accountancy and
Management Director, Institute of
Postgraduate Studies and Research

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