

**POST COVID-19 PANDEMIC PERCEPTION AND PURCHASE BEHAVIOUR OF
MALAYSIANS TOWARDS CONSUMER GOODS**

**POST COVID-19 PANDEMIC PERCEPTION AND
PURCHASE BEHAVIOUR OF MALAYSIANS TOWARDS
CONSUMER GOODS**

FONG ENG CHEONG

MASTER OF BUSINESS ADMINISTRATION

UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF ACCOUNTANCY AND MANAGEMENT

APRIL 2023

**POST COVID-19 PANDEMIC PERCEPTION AND PURCHASE BEHAVIOUR OF
MALAYSIANS TOWARDS CONSUMER GOODS**

**POST COVID-19 PANDEMIC PERCEPTION AND PURCHASE
BEHAVIOUR OF MALAYSIANS TOWARDS CONSUMER
GOODS**

FONG ENG CHEONG

A research project submitted in partial fulfillment of the requirement
for the degree of

MASTER OF BUSINESS ADMINISTRATION

UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF ACCOUNTANCY AND MANAGEMENT

APRIL 2023

**POST COVID-19 PANDEMIC PERCEPTION AND PURCHASE BEHAVIOUR OF
MALAYSIANS TOWARDS CONSUMER GOODS**

**POST COVID-19 PANDEMIC PERCEPTION AND PURCHASE
BEHAVIOUR OF MALAYSIANS TOWARDS CONSUMER
GOODS**

By

FONG ENG CHEONG

This research project is supervised by:

**Dr Yogambigai Rajamoorthy
Department of Economic
Faculty of Accountancy and Management**

**POST COVID-19 PANDEMIC PERCEPTION AND PURCHASE BEHAVIOUR OF
MALAYSIANS TOWARDS CONSUMER GOODS**

Copyright @ 2023 ALL RIGHTS RESERVED. No part of this paper may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, graphic, electronic, mechanical, photocopying, recording, scanning, or otherwise, without the prior consent of the authors.

**POST COVID-19 PANDEMIC PERCEPTION AND PURCHASE BEHAVIOUR OF
MALAYSIANS TOWARDS CONSUMER GOODS**

DECLARATION

I hereby declare that:

1) This postgraduate research project is the end result of my own work, and that due acknowledgement 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.

3) The word count of this research report is

Name of student:

Fong Eng Cheong

Student ID:

20UKM06793

Signature:



Date: 6 April 2023

**POST COVID-19 PANDEMIC PERCEPTION AND PURCHASE BEHAVIOUR OF
MALAYSIANS TOWARDS CONSUMER GOODS**

iii

ACKNOWLEDGEMENT

Firstly, I have to express my sincere gratitude to my supervisor, Dr Yogambigai, for providing me so much support and opportunity to work with her on this research. Her guidance and instruction throughout the research are excellent and I am very grateful to have her as my supervisor.

I also would like to express my gratitude to Universiti Tunku Abdul Rahman (UTAR) for providing me with the opportunity and necessary study materials to complete this research project.

Thanks to all the survey respondents for their participation and contribution to the study. Their efforts were instrumental in making this research a success.

I would like to give a special thanks to my family and friends for their unwavering support and encouragement throughout this project.

**POST COVID-19 PANDEMIC PERCEPTION AND PURCHASE BEHAVIOUR OF
MALAYSIANS TOWARDS CONSUMER GOODS**

iv

LIST OF ABBREVIATIONS

Attitudes of Consumers	AC
Perceived Behavioral Control	PBC
Subjective Norms	SN
Behavior Intention	BI
Theory of Planned Behavior	TPB
Partial Least Square Structural Equation Modeling	PLS-SEM

**POST COVID-19 PANDEMIC PERCEPTION AND PURCHASE BEHAVIOUR OF
MALAYSIANS TOWARDS CONSUMER GOODS**

V

PREFACE

This research project is submitted in fulfillment for the requirements of the Master's degree of Business Administration. This research project is made up of effort done from October 2022 to April 2023. This research project was supervised by Dr Yogambigai and written by Mr Fong Eng Cheong.

POST COVID-19 PANDEMIC PERCEPTION AND PURCHASE BEHAVIOUR OF MALAYSIANS TOWARDS CONSUMER GOODS

vi

Abstract

In this study, a correlation and regression analysis were conducted to explore the relationships between attitude, subjective norm, perceived behavior control, and intention to buy consumer goods. The results of the correlation analysis showed that attitude, subjective norm, and perceived behavior control are positively correlated with intention to buy consumer goods. However, attitude was weakly and non-significantly correlated with intention to buy consumer goods.

The regression analysis further revealed that attitude, subjective norm, and perceived behavior control are significant predictors of intention to buy consumer goods. The regression model accounted for 20.4% of the variance in intention to buy consumer goods, with perceived behavior control having the strongest effect on intention to buy.

These findings suggest that marketers and retailers should pay attention to consumers' attitudes, subjective norms, and perceived behavior control when developing marketing strategies and campaigns aimed at increasing consumers' intention to buy their products. Emphasizing the benefits and ease of buying the product, as well as highlighting the social approval and norms surrounding the product, may help increase consumers' intention to buy.

**POST COVID-19 PANDEMIC PERCEPTION AND PURCHASE BEHAVIOUR OF
MALAYSIANS TOWARDS CONSUMER GOODS**

vi

**POST COVID-19 PANDEMIC PERCEPTION AND PURCHASE BEHAVIOUR OF
MALAYSIANS TOWARDS CONSUMER GOODS**

TABLE OF CONTENTS

Copyright Page.....	ii
Declaration.....	iii
Acknowledgement	iv
Table of Contents.....	v
List of Tables	xii
List of Figures.....	xiv
List of Appendices.....	xv
List of Abbreviations	xvi
Preface.....	xvii
Abstract.....	xviii
CHAPTER 1	
INTRODUCTION	1
1.0 Chapter Initiation	1
1.1 Research Background	1
1.2 Problem Statement.....	3
1.3 Research Objective	5
1.3.1 General Objective.....	5
1.3.2 Specific Objectives.....	5
1.4 Research Questions.....	7
1.4.1 General Question.....	7
1.4.2 Specific Questions.....	7
1.5 Significance of Study.....	8
1.5.1 Theoretical Significance.....	8
1.5.2 Practical Significance	9
1.6 Conclusion	9
CHAPTER 2 THEORETICAL BACKGROUND	10
2.0 Chapter Initiation	10
2.1 Literature Review.....	10
2.1.1 Theory of Planned Behavior	
2.1.2 Attitudes of Consumer	10
2.1.3 Perceived Behaviour Control	11
2.1.4 Subjective Norm	12
2.1.5 Consumer goods	14
2.2 Conceptual Framework.....	15
CHAPTER 3: RESEARCH DESIGN AND METHODOLOGY	
3.0 Chapter Initiation.....	16

**POST COVID-19 PANDEMIC PERCEPTION AND PURCHASE BEHAVIOUR OF
MALAYSIANS TOWARDS CONSUMER GOODS**

3.1 Research Design.....	17
3.1.3 Time Horizon of Research Design	18
3.2 Data Collection Methods.....	19
3.2.1 Primary data.....	20
3.2.2 Secondary Data.....	20.
3.3 Sampling Design.....	21
3.3.1 Target Population.....	22
3.3.2 Sampling Element.....	23
3.3.3 Sampling Size.....	24
3.3.4 Sampling Location.....	24
3.3.5 Sampling Period.....	25
3.3.6 Sampling Technique.....	26
3.4 Research Instrument.....	27
3.4.1 Questionnaire.....	28
3.4.2 Pretesting.....	29
3.5 Constructs Measurement.....	30
3.5.1 Origin Question.....	31
3.5.2 Operational Definition.....	32
3.5.3 Scale of Measurement.....	33
3.5.3.1 Nominal Scale.....	34
3.5.3.2 Ordinal Scale.....	34
3.5.3.3 Interval Scale.....	34
3.6.1 Descriptive Analysis.....	35
3.6.2 Statistical Analysis.....	36
3.6.2.1 Multiple linear regression analysis.....	37
3.6.2.3 Correlation Analysis.....	38
CHAPTER 4: DATA ANALYSIS.....	39
4.1 Response Rate.....	40
4.2.1 Frequency Distribution of Socio-Demographic profile of respondents.....	41
4.3 Reliability Test.....	42

**POST COVID-19 PANDEMIC PERCEPTION AND PURCHASE BEHAVIOUR OF
MALAYSIANS TOWARDS CONSUMER GOODS**

4.4 Correlations Analysis.....	43
4.5 Regression Analysis.....	44
CHAPTER 5: DISCUSSION AND POLICY IMPLICATIONS.....	45
5.1 Summary of Statistical Analysis.....	46
5.1.1 Descriptive Analysis.....	47
5.1.1.2 Measurement Model Evaluation.....	48
5.1.1.3 Hypothesis Testing.....	49
5.2 Discussion on Major Findings.....	50
5.3 Theoretical implications.....	51
5.4 Managerial Implications.....	52
5.5 Conclusion.....	53

POST COVID-19 PANDEMIC PERCEPTION AND PURCHASE BEHAVIOUR OF MALAYSIANS TOWARDS CONSUMER GOODS

CHAPTER 1: INTRODUCTION

1.0 Research Background

The outbreak of the Coronavirus, also known as Covid-19, has impacted health, the economy, and humanity worldwide. Humans, being social creatures, tend to interact directly with each other, which has accelerated the spread of the virus. One way to reduce the level of spread is to have people work from home and stay at home, following the health protocols. The Covid-19 pandemic has fundamentally changed the world, causing a disruption in the supply chain due to production stoppage and the closure of retail shops. Consumers are looking for products and brands in new ways, and new habits have been formed. Online transactions now focus more on basic products to make ends meet, and offline transactions are more directed towards food products. The new habits formed due to the pandemic provide satisfaction to many parties, and governments are overseeing the security of supply and demand to maintain stability. Shopping online has become the norm, but consumers tend to ignore prices and pay more attention to value/quality. Although shopping online has limitations, such as delayed shipping and difficulties in getting products suitable for the buyer, new consumer behavior is adjusted to provide satisfaction for many parties.

Coronavirus Disease 2019 (COVID-19) pandemic has killed countless people and affected the lives of millions of people globally. On 11th March 2020, COVID-19 was declared as global pandemic by the world health organization (WHO), since then every country in the world is taking countermeasures such as lockdowns, vaccine creation, economic stimulus etc. Malaysia had taken 5 Movement Control Order (MCO) since the start of COVID-19 to control the spreading of COVID-19 diseases, we can see the effect of MCO that successfully decrease the amount of cases in Malaysia, however every time MCO is starting, the economy of Malaysia starting to struggle to maintain, many businesses are having trouble to operating, especially the Small and Medium Enterprise (SMEs), many people are going jobless because of the pandemic.

MCO and COVID-19 forces the consumers to have drastic changes in their purchasing behavior during that time, because they are encouraged to stay at home as much as possible, a lot of

POST COVID-19 PANDEMIC PERCEPTION AND PURCHASE BEHAVIOUR OF MALAYSIANS TOWARDS CONSUMER GOODS

purchases are done via online shopping and paying method via e-wallet. The global pandemic leads to the changes of behavior of the consumers which leads to the businesses need to accommodate the consumers behavior pattern by implementing strategy that involve around the changing behavior such as using e-commerce platform, having their own online shopping website, social media marketing, online event and other methods to boost their sales and revenue of the company. Furthermore, the perception of consumers also changed drastically, they are more likely to spend money on things that can ensure their own safety and security, items such as face masks, hand gloves, hand sanitizer, air ionizer etc. are priorities for consumers to buy during that time, consumers are also more likely to buy inferior goods and not buying luxury goods, the overall spending mostly on necessity because consumers want to have more money savings for security purpose. However, companies such as insurance companies and retail shops are not affected as much due to their value in risk management and security to the consumers.

In the midst of the post pandemic, the economy changed drastically, inflation is making it even harder for consumers to adapt and survive during the post pandemic period. Currently, consumer's perception about the post pandemic period is very important, as it will lead to the changes of spending behaviors for consumers that need to adapt to the changes of environment.

The COVID-19 pandemic has had a significant impact on health, the economy, and humanity, causing worry and concern for people worldwide. Despite government recommendations to stay at home and limit travel, some individuals still choose to engage in activities such as traveling to their hometowns or going to work, which can contribute to the spread of the virus. In some cases, governments have had to impose sanctions on citizens to encourage compliance with regulations. In lower economic societies, traditional market sellers may reject work from home or stay-at-home rules, citing the need to sell merchandise to earn income. Large industries have also been affected, with disrupted supply chains and the need for employees to work from home, resulting in some businesses having to halt production and lay off workers. The limited supply of staples such as food can lead to panic and chaos, with concerns heightened by the release of prisoners from prisons. The pandemic has also given rise to a "New Normal" state, which is different from pre-

POST COVID-19 PANDEMIC PERCEPTION AND PURCHASE BEHAVIOUR OF MALAYSIANS TOWARDS CONSUMER GOODS

pandemic norms. Health and economic concerns are significant among consumers, with many more concerned about the economy and the health of others than their own personal safety or work.

According to reports by Garad et al. (2021), COVID-19 has caused an economic crisis globally, and has had a great impact in making significant changes for all aspects of human life, especially the consumption of goods. Malaysia is currently undergoing the post-pandemic era while other countries such as China, America, Japan and other G7 countries are still hit heavily by the pandemic, these countries account for 65% of world manufacturing, 60% of global supply and demand and 41% of industrial exports, which means that the pandemic hitting the economics of Malaysia indirectly through the effects on other related countries. Even though currently Malaysia is recovering from the pandemic in terms of economy in the country, but internationally Malaysia is still struggling because of global inflation and lack of local governance.

Consumer perceptions about purchasing items also been changed drastically as well, before the pandemic, people do not understand the online stores enough to shopping for goods such as vegetables, fish, dairy products, snacks and meats, they used to believe that purchasing offline is the better options when it comes to purchasing experience and higher in quality, but things started to changed when they are out of options and had to shop online for daily goods during the pandemic. Nowadays, people may find shopping online much more convenient and comes with higher quality as well. These changes of perceptions may or may not persist post-Covid19, as the consumers may revert back to their old habits of shopping offline for goods, hence the current research is to determine whether the consumers perceptions changed during the post pandemic period. Furthermore, consumers before covid-19 are more likely to buy luxury goods and products with higher quality despite it being more expensive, in the post pandemic period the consumers are less likely to buy luxury goods and more likely to buy inferior goods for cheaper prices.

POST COVID-19 PANDEMIC PERCEPTION AND PURCHASE BEHAVIOUR OF MALAYSIANS TOWARDS CONSUMER GOODS

1.1 Problem Statement

Problem 1: consumer behavior post covid-19

During Covid-19, consumers are seen to have a shift in behavior as fear of the pandemic and epidemics are known to propagate erratic and fearful behavior (Lau et al., 2007), these behaviors happened during the previous SARS pandemic, which reported provoking constant fear and threat to the society even after passing of a few years. According to Sheth (2020), consumer behavior could be contextual and habitual that may change due to environment changes such as natural disaster or pandemic such as COVID-19. These changes in behavior may return to normal but some of the previous habits of consumers will be discontinued and shifted to other habits. For example, COVID-19 changed consumer habits to shopping offline to shopping online more often, and usage of e-wallet services instead of cash, these changes in behavior and habits because consumers had found out that doing so is more convenient and accessible during the pandemic.

Problem 2: Consumer perception post COVID-19

Depending on the environment, consumers' perception towards certain goods are changing. During post-covid, consumers are having challenges such as inflation, unemployment, decrease in income because of illness or company policy. According to statistics a study conducted by PWC, about 40% of consumers globally have experienced a decrease in income due to loss of job or illness and about 18% have experienced the increase of household bills (food, electricity) and decrease in income (PWC, 2022). During COVID-19, we can see that consumers are starting to invest their money into the stock market due to the success of companies such as Top Glove and Hatalega during the pandemic. Some of the consumers even perceived the price of gold will be higher because of the war happening between Ukraine and Russia and started to spend and invest into gold. All these shows the changes of perceptions happen due to the changes of environment

POST COVID-19 PANDEMIC PERCEPTION AND PURCHASE BEHAVIOUR OF MALAYSIANS TOWARDS CONSUMER GOODS

brought not only by the pandemic but the global crisis that we are having right now such as inflation and war,

Problem 3: Consumer goods- price, quality, availability, variability

Global inflation is hitting consumer goods very hard since the start of 2022, with the economic war happening between China and America, and the Russian-Ukraine war happening right now. The global economy has taken a plunge because of it, all the price of the goods are rising and availability of the goods are decreasing. In the post pandemic, Malaysia is facing one of the biggest challenges to recover from the damage caused by Covid-19 and get back on track with the country's economy. Consumers are getting more careful to spend their money in the fear that they need the money for emergency and health issues. Furthermore, globally and in Malaysia everyone has to face inflation. The 2021–2022 inflation surge is the elevated economic inflation throughout much of the world that began in early 2021. It has been attributed primarily to supply shortages caused by the COVID-19 pandemic and the Russian invasion of Ukraine, coupled with strong consumer demand driven by historically robust job and wage growth as the pandemic receded. As a result, many countries have seen their highest rates of inflation in decades.

1.2 Research Objectives

The research objectives are to understand consumer perceptions and purchasing behavior during the post pandemic period, there are multiple changes in the consumer perceptions during the pandemic or MCO, we need to see whether the perceptions of the consumers persist through post-pandemic, such as the perceived importance of consumers goods that related to health and safety and also the perceived priority of consumer goods. Furthermore, further understanding about consumer behavior will surely help the businesses to identify the best way to adapt to the spending habits of consumers so that they can attract more consumers into buying the products. The research also aims to find out the changes in the consumer goods in price, variability, quality and availability, and how these factors influence the changes in consumer behavior and perceptions. Overall, this study objective as follows:

1. To understand the changes of behavior of the consumers and find out what is the persisted behavior post pandemic.

POST COVID-19 PANDEMIC PERCEPTION AND PURCHASE BEHAVIOUR OF MALAYSIANS TOWARDS CONSUMER GOODS

2. To analyze the changes in perceptions of the consumers after the pandemic about the consumer's goods and services.
3. To find out the changes of consumer goods in price, quality, availability and variability that influence the consumer's perceptions and behavior.

1.3 Significance of Study

Post pandemic is a very important period for Malaysia in the recovery of its economy. Understanding consumers' perceptions and spending behavior can definitely help businesses to form relevant strategies to market their product and recover from the pandemic. There is a lot of research regarding consumer perception and behavior, but we have never had a period of time where the consumer perceptions and behavior are having such a drastic change because of a huge change in the environment. Hence, the study that intends to understand how consumers change their behavior and perceptions towards crisis in the post pandemic need to be researched and analyzed so that we can be more prepared in the future if there was another pandemic or crisis.

The main goal of this research study is to investigate the determinants of consumers' intention to buy consumers goods in Malaysia. The study aims to narrow or close the gap in the existing literature by focusing on the attitudes and perceived behavioral control, which has received relatively little attention in previous studies. Additionally, the study aims to contribute to the existing literature by providing valuable insights on the Theory of Planned Behavior. The significant factors or variables that could explain consumers' behavioral intention to buy consumers goods are included in the research framework.

POST COVID-19 PANDEMIC PERCEPTION AND PURCHASE BEHAVIOUR OF MALAYSIANS TOWARDS CONSUMER GOODS

1.4 Research Questions

1.4.1 General Questions

Which factor attributes to the greater impact on the behavioral intention in buying consumer goods during Post COVID-19 pandemic.

1.4.2 Specific Questions

1. Does Attitudes influence the behavior or buying intention of consumers goods?
2. Does Perceived Behavioral Control (PBC) has impact on the BI of consumer goods?
3. Does Subjective Norms influence the BI of consumer goods?
4. Does Gender influence the BI of consumer goods?
5. Does Age influence the BI of consumer goods?
6. Does Income level influence the BI of consumer goods?

POST COVID-19 PANDEMIC PERCEPTION AND PURCHASE BEHAVIOUR OF MALAYSIANS TOWARDS CONSUMER GOODS

CHAPTER 2: THEORETICAL BACKGROUND

2.0 Literature Review

2.1 Theory of Planned Behavior

Ajzen's (1988) theory of planned behavior has become one of the most popular and influential theory or conceptual frameworks to study the behavior or action of people. This theory stated that human behavior can be guided by three main components which are behavioral beliefs, normative beliefs and control beliefs, which later transformed into attitude, subjective norms and perceived behavioral control. It is stated that people are expected to act on their intentions when given the opportunity and control over their behavior. The theory of planned behavior or some may call it the theory of reasoned action, is used to predict individual behavioral intention in a certain place and time. The theory was created with the objective to reason all behaviors which people have self-efficacy towards the behavior. Behaviors that this theory can predict health related behavior such as substance use, drinking, smoking, purchasing behavior and so on.

The Theory of Planned Behavior (TPB) is a model used in social psychology to explain the factors that influence human behavior. The TPB extends the Theory of Reasoned Action (TRA) by incorporating perceptions of control over performance of behavior as an additional predictor. The TRA suggests that the proximal determinant of volitional behavior is one's intention to engage in that behavior. Intentions represent a person's motivation in the sense of her or his conscious plan or decision to exert effort to enact the behavior. The TPB attempts to predict nonvolitional behaviors by incorporating perceptions of control over performance of the behavior as an

POST COVID-19 PANDEMIC PERCEPTION AND PURCHASE BEHAVIOUR OF MALAYSIANS TOWARDS CONSUMER GOODS

additional predictor. In the TPB, behavior is a function of behavioral intentions and perceived behavioral control (PBC). PBC is the individual's perception of the extent to which performance of the behavior is easy or difficult. The concept is similar to Bandura's concept of self-efficacy. Attitudes, subjective norms, and PBC are the three direct determinants of behavioral intention. Just as intentions have determinants, so the attitude, subjective norm, and PBC components also have determinants. The attitude component is a function of a person's salient behavioral beliefs, which represent perceived outcomes or attributes of the behavior. Subjective norm is a function of normative beliefs, which represent perceptions of specific significant others' preferences about whether one should or should not engage in the behavior.

Overall, while the TRA/TPB provides a parsimonious account of the determinants of behavior, there are limitations to relying solely on modal salient beliefs to predict attitudes and behavior. Incorporating individually salient beliefs and considering affective and moral influences may improve the model's accuracy and theoretical coherence. However, researchers must carefully consider the methods used to elicit beliefs to ensure that they accurately reflect the beliefs that are salient to individuals.

2.2 Attitude of Consumer

According to Ajzen (2002), if an individual has a positive attitude toward the behavior that they are pursuing, they are more than likely to succeed in pursuing said behavior because the attitude increases the potential of the individual, thus the individual personal evaluation to the pursuing behavior is detrimental or beneficial to the behavior implementation. In post pandemic period, the attitude of the consumers towards consumers goods is one of the main factors to determine whether they will spend their money on the consumer goods or not, if the consumers had the negative attitude toward a certain types of consumer goods, they are less likely to buy the products, while they are more likely to buy consumer goods that they have positive attitude on. Attitudes will help consumers to define their behavior model and affect their choices in purchasing consumer goods. Furthermore, consumer attitude towards Brand is shown to be major components to measure the brand's equity and its value. During the pandemic, there are certain brand that excel and manage

POST COVID-19 PANDEMIC PERCEPTION AND PURCHASE BEHAVIOUR OF MALAYSIANS TOWARDS CONSUMER GOODS

to survive the pandemic, McDonalds is one of them that managed to generate more revenue amidst the pandemic, they are doing in by understanding their brand value and increase the price of their signature items, it worked because the consumer had positive attitude towards the brand's items like Big Mac and McChicken, they are more willing to spend on the items despite the increase in price for the brand items. It also shows that the customer perception will influence the individual attitudes towards a brand.

Consumer attitude could be manifested through several methods such as instrumental conditioning, classical conditioning or complex cognitive processes. According to McKinsey's study on Covid-19, the study found out that the pandemic is changing consumer behavior forever. Pandemic is a period of self-isolation, contagion and economic uncertainty, these massive changes are changing the way businesses are conducting and changing the consumer attitudes towards digital marketing, online shopping, online entertainment, remote learning and remote working (McKinsey, 2020). These services provide a lot of necessity and allow people to survive during the pandemic, whether it is business or consumers, we are all benefactors of the online services and technology that we have today. For example, we are using more Zoom and Microsoft Team for working and learning purposes, purchasing Netflix subscription service during the pandemic, shifted towards digital entertainment such as watching YouTube, playing video games, Shopping and consumption via E-commerce platforms like Shopee and Lazada. Nowadays, consumers are showing more and more positive attitudes towards these products and services, which may increase their likelihood or purchasing behavior to purchase these products and services. Hence, it is important for us to assess the consumer attitudes in the research samples.

According to Hashem (2020), After analyzing the tables provided, it was found that both hypotheses of the study were supported, indicating that the COVID-19 pandemic had an impact on customer behavior towards e-shopping. The first hypothesis, which stated that the pandemic increased the tendency towards e-shopping, was supported by the data, showing that COVID-19 had a positive influence on customer behavior and increased the adoption of e-shopping variables such as frequency, necessity, payment method, price, and availability of products and services.

POST COVID-19 PANDEMIC PERCEPTION AND PURCHASE BEHAVIOUR OF MALAYSIANS TOWARDS CONSUMER GOODS

The study found that online shopping has become increasingly important for many consumers, particularly for grocery and basic needs. The second hypothesis, which suggested that attitudes towards customer behavior after the pandemic are influenced by demographic variables, was also supported by the data. The study found that gender and educational level were the most significant demographic variables that influenced changes in customer behavior. The pandemic played a significant role in changing customer behavior and increasing their reliance on e-shopping. The study suggests that these changes in consumption habits may continue beyond the current situation and may affect the supply and demand network. For instance, it is expected that the fresh food and grocery delivery industry will grow as consumers continue to rely on online shopping. The study's findings are consistent with other research studies that have reported changes in consumer behavior due to the pandemic.

2.3 Subjective norms

Subjective norms can be defined as the perceived pressure imposed by other people such as friends, family, peers and so on. Ajzen (1991) defines subjective norms as the pressure perceived by individuals from other people to perform a particular behavior. In Malaysia, family members, friends, and colleagues are strong reference points for subjective norms, as per Afendi et al. (2014). Social influence from family and friends has also been found to affect purchasing intentions, as shown by Kelkel (2015) and Moons & De Pelsmacker (2012). Kassim et al. (2016) and Moons & De Pelsmacker (2012) highlight the role of mass media and external communication in influencing intention, which can be considered part of social norms. Lada et al. (2009) and Alam & Sayuti (2011) suggest that subjective norms and attitudes play a significant role in determining purchase intention towards Halal products. These individuals' interests or behavior have directly or indirectly impacted the respondent behavior. The external environment and social identity of individuals create subjective norms that people live in (Ajzan & Driver, 1980). Behavior like purchasing items online tends to be influenced by the subjective norms created by friends, colleagues and family members, it also shows social influence (Supanat, 2012). Furthermore, research by Khalil & Michael (2008).

POST COVID-19 PANDEMIC PERCEPTION AND PURCHASE BEHAVIOUR OF MALAYSIANS TOWARDS CONSUMER GOODS

During the pandemic, the subjective norms in Malaysia had a lot of changes, such as wearing a mask is considered mandatory, people getting discriminated against for not wearing a mask when they are going out, COVID-19 perceptions and subjective norms have significant effect on continuous use of medical face mask shows by one of the studies conducted in Indonesia (Yasa et.al, 2021).

Moreover, everyone needs to get vaccinated otherwise they are not allowed to enter any place due to needing to show vaccinated status when visiting another place, this had become one of the subjective norms that had been introduced during covid-19. Jobs that are working from home become a norm that most companies need to get accustomed to, social distancing makes people gather less and less in the public, e-commerce becomes an essential for businesses. These changes in subjective norms may be an important factor to predict the purchasing behavior of the consumers on consumer goods.

The subjective norm has a significant impact on consumer behavior in Malaysia, with family, friends, and colleagues being strong reference points, according to Afendi et al. (2014). Studies have demonstrated that social influence from these groups affects purchasing intentions (Kelkel 2015; Moons & De Pelsmacker 2012), and Kassim et al. (2016) have emphasized the role of mass media and external communication in shaping product intentions as well. Moons and De Pelsmacker (2012) have also included this aspect in their research, which can be applicable to Halal food. Consumers hold differing beliefs about Halal items, with attitudes and subjective norms playing a critical role in forming purchasing intentions (Lada et al., 2009). The subjective norm refers to the perceived social pressure that influences consumers' decisions to buy Halal food. Karijin et al. (2007) found that attitude, social norm, and perceived control significantly influence the intention to consume Halal meat. According to Lada et al. (2009), subjective norms are the most influential driver of intention to choose Halal products. Other studies, such as Chang (1998), Shimp and Kavas (1984), and Vallerand et al. (1992), have also demonstrated a causal relationship between subjective norms and intention. (Alam & Sayuti, 2011)

POST COVID-19 PANDEMIC PERCEPTION AND PURCHASE BEHAVIOUR OF MALAYSIANS TOWARDS CONSUMER GOODS

2.4 Perceived Behavioral Concept

Perceived behavioral control has been introduced into the theory of planned behavior as a determinant for both the behavior and the intention of the behavior (Ajzen, 1988). Perceived behavioral control is a concept that is very similar to self-efficacy which is the belief that one can do a certain action or behavior. However, when it comes to operational, perceived behavioral control is focused more on the difficulty of the task, when self-efficacy focused on whether the individuals can perform a certain task. For example, perceived behavioral control will ask questions like “how hard for you to play guitar?”, while self-efficacy will ask questions like “Can you play guitar?”. One assesses how difficult a task is for the individual, the other focuses on how well the individual can perform. Perceived Behavioral Control is an important factor that can affect a consumer's purchase intention. It consists of two components, self-efficacy and facilitating conditions, which refer to an individual's confidence in their ability to perform a behavior and the availability of resources needed to engage in that behavior, respectively, while other studies have found that it is still a significant predictor that influences intention. The perception of how difficult it is to perform a behavior is also influenced by factors such as affordability and availability.

POST COVID-19 PANDEMIC PERCEPTION AND PURCHASE BEHAVIOUR OF MALAYSIANS TOWARDS CONSUMER GOODS

According to Mehta et al.(2020), Consumers are individuals who recognize their needs or desires, purchase products, and dispose of them during the consumption process. Each consumer's utility is dependent on various factors, including agricultural and industrial goods, services, housing, and wealth. Consumer behavior is a crucial and continuous decision-making process that involves searching, purchasing, using, evaluating, and disposing of products and services. This behavior is influenced by various internal and external factors, which vary from person to person. To understand the factors affecting consumer behavior, researchers' study both macro and micro-level factors. The macro-level factors are related to social issues, while the micro-level factors are individual-specific. Approaches explaining consumer behavior are classified into three groups: psychological, sociological, and economic. During a crisis, new trends in consumer behavior emerge, which are influenced by factors such as risk attitude and risk perception. The impact of a crisis on consumer attitudes and trends is critical, and some trends may be advanced by the crisis while others may be slowed or stopped completely. During the COVID-19 pandemic, researchers were interested in exploring changes in consumer behavior. The behavioral approaches that have dominated the market for the past three decades were disrupted by COVID-19, which has led to a change in the behavior of consumers. Lockdowns have caused changes in the social sphere and individual orientation, and a new order of demand and supply has emerged, with a focus on essential needs such as food, clothing, shelter, and health. Consumers have shifted their attention from bigger, organized brands to smaller, near-home retail stores, and have emphasized the need to recycle and reuse products. The pandemic has created a new understanding of buying, indicating a conscious shift toward spiritual consumption. Companies are collaborating to advance innovation, and local retailers are benefiting from localized models. Consumer spirituality, which refers to the intrinsic motivation to seek and express autonomy, inner satisfaction, and self-actualization, has emerged as a new dimension of behavior during crises.

Perceived behavioral control is not only used in the theory of planned behavior but also other theories like the health belief model (Rosenstock, 1990), the health-action process approach (Schwarzer, 1999) and protection motivation theory (Prentice-Dunn & Rogers, 1986). Since covid-19 pandemic can be considered a health-related topic, it will be good to see how the post pandemic may change the perceived behavioral control of the individuals in purchasing behavior that makes

POST COVID-19 PANDEMIC PERCEPTION AND PURCHASE BEHAVIOUR OF MALAYSIANS TOWARDS CONSUMER GOODS

the individuals, individuals perceived behavioral had changed so much during the pandemic, will they reverted back to their old purchasing behavior during post-pandemic. According to the findings of Chen et al. (2021) , it is suggested that covid-19 lockdown have negative impacts on food preferences and dietary habits for university students, university students are more likely to purchase unhealthy food and drinks during the covid-19 pandemic which may cause them to be obesity and overweight, this is due to the perceived behavioral control of university students are higher when buying canned foods and frozen foods, it is much convenient and easy at that time to buy such foods.

During emergencies, buying necessities is a priority, but the psychological factors underlying changes in consumer behavior have received little attention. Understanding these factors is essential because it can help companies develop marketing strategies that meet consumers' needs and feelings while improving market preparedness for future emergencies. The present study is unique because it disentangles between necessities and non-necessities and investigates the role of psychological factors in consumer behavior during the COVID-19 pandemic, including fear, anxiety, stress, depression, self-justifications, personality traits, and perceived economic stability. These factors have been implicated in consumer behavior in previous research, but no study has considered all of them at once. The study's findings show that fear and anxiety, stemming from a sense of insecurity and instability, drive behavioral changes during emergencies, with stress also playing a crucial role in influencing consumer behavior (Alam J., 2021).

The results of the hierarchical multiple regression analyses indicate that various factors contribute to people's consumer behavior related to necessities. The control variables, psychological factors, and economic variables included in the analysis explained 23% of the variance in Necessities. Openness, anxiety, fear for COVID-19, perceived economic stability, and self-justifications emerged as significant predictors. Openness had a negative effect on the outcome, while anxiety, fear for COVID-19, perceived economic stability, and self-justifications had a positive effect. It is important to note that the impact of anxiety decreased when fear for COVID-19 was added to the model and completely disappeared in the final step when self-justifications were included. This suggests that fear for COVID-19 and self-justifications may have a stronger influence on people's

POST COVID-19 PANDEMIC PERCEPTION AND PURCHASE BEHAVIOUR OF MALAYSIANS TOWARDS CONSUMER GOODS

behavior related to necessities than anxiety. Overall, these findings suggest that people's consumer behavior related to necessities is influenced by various psychological and economic factors, including personality traits, anxiety, fear for COVID-19, perceived economic stability, and self-justifications.

Tilaki et al. (2021) study examines how vendors in Malaysia's night markets perceive and respond to international tourists following the COVID-19 pandemic. The study is important because tourists' shopping behavior often involves close contact and social interactions with vendors, which may conflict with new social distancing regulations. However, previous research on psychological reactance in an online context has largely neglected the impact of the pandemic on vendors in non-online shopping settings. The study addresses this gap by focusing on vendors' attitudes towards international tourists, particularly those with low-paying jobs in night markets, where social and economic vulnerability is high.

Using the revised Social Exchange Theory (SET) as a theoretical framework, the study developed a conceptual model that tested the predictors (i.e., place attachment, economic gain, and involvement), outcomes (receptiveness), and mediating role of positive and negative perceptions of vendors towards international tourists during the pandemic. The findings revealed that place attachment had a significant effect on positive perception, economic gain was associated with positive perception, and involvement was related to positive perception. Positive perception, in turn, mediated the relationship between place attachment, economic gain, and involvement with receptiveness towards international tourists. The study contributes to the understanding of how positive and negative perceptions influence vendors' attitudes towards international tourists during the pandemic and sheds light on the impact of place attachment, economic gain, and involvement on vendors' receptiveness.

POST COVID-19 PANDEMIC PERCEPTION AND PURCHASE BEHAVIOUR OF MALAYSIANS TOWARDS CONSUMER GOODS

2.5 Consumer goods

During Covid-19, the consumer goods that get affected the most are the face mask, hand sanitizers and hand glove. Medical face masks had become mandatory for everyone to wear in the public, to maintain public health and effectively control the disease, regional leaders should continuously educate the public and create awareness for public to wear face masks (Yasa et. al, 2021). The result is that people are getting very positive attitudes towards the use of medical face masks and are more than likely to continuously buy it to ensure their own safety.

During the lockdown, people are more likely to spend more on food and often buy food that has a long expiry date so that they do not need to come out and shop for food every day to decrease the risk of getting infected. Food like instant noodles, junk foods, canned foods and other processed foods are getting more popular and favored because of the lockdown. These items can last very long and are easily accessible for the public. In the study of Jansen et. al (2021), the food consumption in European countries like Denmark, Germany and Slovenia shows similar results that about 15 percent to 42 percent people are consuming more canned food, frozen food, cake and biscuits, at the same time consuming the same amount of alcoholic drinks, dairy products and bread.

According to one of the study by Mckinsey (2020), during covid-19 people are buying less skincare products and make up and focus more on personal care and home cleaning, which is understandable since we are wearing face masks during covid-19 and do not need more skin care products or makeup when you covering half of your face all the time, working from home also makes people more conscious about the important of house cleaning and bought more house cleaning goods because of it.

Amidst the pandemic in China, the China government had triggered multiple lockdowns to protect their people, operations in factories and businesses in China were forced to scale down but not shutting down completely. In the early months of 2020, China's profit in manufacturing was down by 38.3%, more than 5 million people had lost their jobs during the same time. The unemployment rate has gone up from 5.2% in December 2019 to 6.2% in February 2020. According to Durante

POST COVID-19 PANDEMIC PERCEPTION AND PURCHASE BEHAVIOUR OF MALAYSIANS TOWARDS CONSUMER GOODS

& Laran (2016), there are a few psychological factors that may have influenced consumer behavior; these factors are covered in consumer psychology and behavioral economics. The definition of consumer behavior is the study of groups or individuals that are looking for services and products to meet their needs and wants and are looking to buy, access, use and dispose of them (Rajagopal, 2020). Consumer behavior can be changed based on different factors such as economic, psychological, societal, cultural, and personal aspects. Severe situations such as COVID-19 outbreaks may have influenced the behavioral and psychology of consumers more than other occurrences, such situations that threaten people's health often shown to instill fear and panic emotions that caused significant changes for consumer behavior such as buying more than they should, or

During severe situations like disease outbreaks or natural disasters, certain factors have a greater impact on consumer behavior than others. These situations, which threaten people's health or disrupt their social lives, have been shown to cause significant behavioral changes. Panic buying is a phenomenon that occurs when fear and panic impact behavior, causing consumers to purchase more than usual. This behavior has been defined as herd behavior, where consumers buy a large number of items in advance during or after a calamity. Similar changes in consumer behavior occur when negative emotions such as fear and anxiety cloud purchasing decisions. To better understand consumer behavior in stressful conditions, one recent study suggested distinguishing between necessity and non-necessity products. According to previous research, the impact of stress on consumer behavior can vary depending on the type of product being considered. While purchasing essentials increases during and after a traumatic occurrence, impulsive nonessential purchases may rise as a means of coping with stress and unpleasant emotions. Consumers may engage in strategic consumer behavior to regain control in stressful times and reconcile their sense of lack of control. Higher levels of perceived stress from the COVID-19 pandemic have been found to increase the likelihood of purchasing bigger quantities of food. A recent study found that emissions remained in the environment of employees' workplace in both online and offline conditions, suggesting that work from home or residential emissions does not reduce office emissions (Jezewska-Zychowicz et al., 2020).

POST COVID-19 PANDEMIC PERCEPTION AND PURCHASE BEHAVIOUR OF MALAYSIANS TOWARDS CONSUMER GOODS

The study found that there is a strong relationship between individuals' knowledge of food safety and their attitudes towards organic food purchases, as well as their perceived social pressure and autonomy in a 'new normal' setting. This influence was even more significant during the COVID-19 pandemic, which heightened concerns about health risks and infections. Individuals' beliefs in organic food reliability led to stronger intentions to purchase organic food in a 'new normal' life. Perceived social pressure also played a significant role in organic food purchase intentions, as individuals were influenced by social behaviors and expectations in their community. Perceived autonomy was also related to organic food purchase intentions, as individuals' perceived control over factors such as time, money, and product availability influenced their decision-making. The moderating effect of trust in food safety was significant, with individuals' trust in organic food safety strengthening their purchase intention in a 'new normal' life (Latip et. al., 2020).

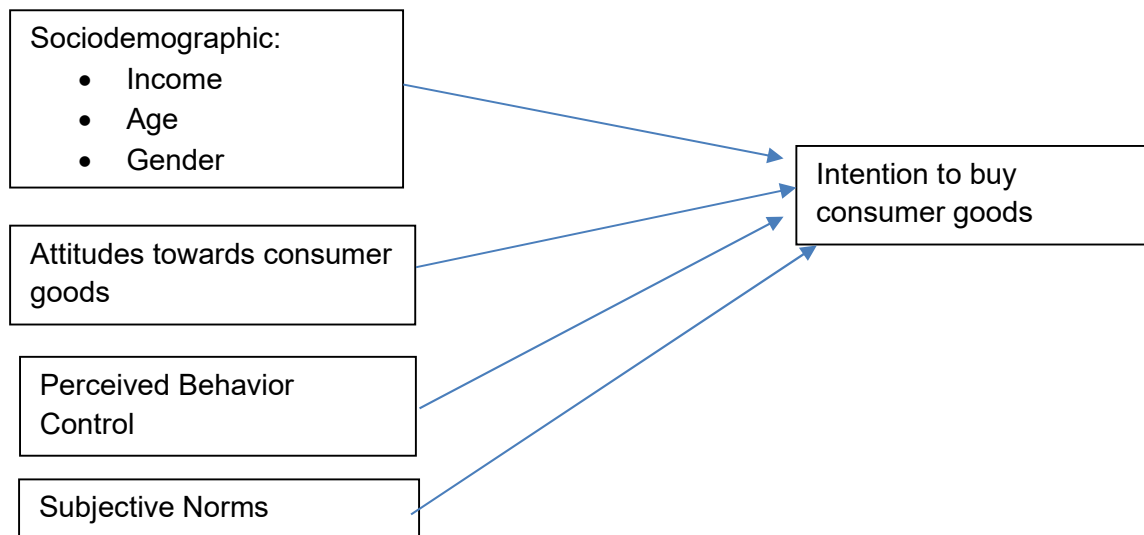


Figure 1 : Conceptual Framework of the study

The Conceptual Framework of this study is to find out how each of these variables, Attitudes, Perceived Behavioral Control and Subjective Norms in influencing the consumers Intention to buying more consumer goods.

POST COVID-19 PANDEMIC PERCEPTION AND PURCHASE BEHAVIOUR OF MALAYSIANS TOWARDS CONSUMER GOODS

CHAPTER 3: RESEARCH DESIGN AND METHODOLOGY

3.0 Chapter Initiation

For this section, we will be covering the research design, methods of collecting data, sampling design, research tools, variables and measurement and data analysis techniques that related to the research.

3.1 Research Design

The research design used in this study is quantitative research design that collected responses from participants using survey questionnaires, for this research it is more towards descriptive research and exploratory approach to the topic.

Descriptive research is appropriate for this study as it aims to describe and understand the factors that influence consumers' behavioral intention during the post COVID-19. This type of research

POST COVID-19 PANDEMIC PERCEPTION AND PURCHASE BEHAVIOUR OF MALAYSIANS TOWARDS CONSUMER GOODS

allows for the collection of data via questionnaires, which is suitable for investigating consumers' attitudes and behaviors towards a particular issue. Moreover, descriptive research is typically used to explore a phenomenon in-depth, which is consistent with the research objective of this study. Therefore, descriptive research is a suitable choice for this study as it provides a comprehensive understanding of the factors that influence consumers' behavioral intention during the post Covid-19 pandemic.

3.1.3 Time Horizon of Research Design

During the time period of year 2022 and 2023, Malaysia has coming into a post pandemic period where people are now getting used to living with the pandemic and understand the important

3.2 Data Collection Methods

3.2.1 Primary data

For the primary data, an online survey questionnaire is used during this period with 27 items included in the questionnaire together with the 5 items regarding respondents' demographic data. Online surveys were used to reduce the physical contact that we have to deal with during the post pandemic era, so that we do not need to take extra precautions for health and safety issues when collecting data from participants. The survey questionnaire includes items that can be categorized into 5 categories which are demographic data, Attitudes of consumer, Perceived Behavioral Control, Subjective Norms and Buying intention of consumers.

3.2.2 Secondary Data

For the secondary data, much prior research was studied and included in the literature review to help to structure the theory and conceptual framework for this study. Most of the data and research are getting from the google scholar, UTAR online library and other online journal databases. It's

POST COVID-19 PANDEMIC PERCEPTION AND PURCHASE BEHAVIOUR OF MALAYSIANS TOWARDS CONSUMER GOODS

worth noting that secondary data can also be collected from government agencies, research institutions, and other organizations that conduct studies or maintain databases relevant to the research topic. In addition to cost-effectiveness, another advantage of secondary data is that they can provide historical and comparative data for the analysis, which may not be feasible to collect through primary data collection. However, it's important to assess the quality and relevance of the secondary data sources to ensure the validity and reliability of the findings.

3.3 Sampling Design

3.3.1 Target Population

People that lived in the Kuala Lumpur Klang Valley area, aged between 18-60 years old. There is no preference ratio in gender, age and income level of the population, since we are using convenience sampling with randomized target population.

3.3.2 Sampling Element

Consumer that bought consumer goods that aged between 18 and 60 years old. Has the basic knowledge about consumer products and knowing the impact of COVID-19.

3.3.3 Sampling Size

The Sampling Size that we are expecting to have is around 385 participants which is a number that is recommended when using Raosoft Sample Size Calculator (<http://www.raosoft.com/samplesize.html>). This method of sampling used by previous study on perceptions studies (Rajamoorthy et al. 2018). We managed to get as much as 388 participants and decided that is enough for the research and stopped. Since the larger the sample size, the better the research is to represent the population in the country,

3.3.4 Sampling Location

POST COVID-19 PANDEMIC PERCEPTION AND PURCHASE BEHAVIOUR OF MALAYSIANS TOWARDS CONSUMER GOODS

The online questionnaire survey was distributed by posting on facebook groups, Whatsapp and other social media platforms, Facebook ads were used to increase the reach of the questionnaire survey in the social media, but it is not effective and efficient enough to generate more response from people. Survey questionnaires are also distributed by using hardcopy to people in Kuala Lumpur Klang Valley area and around UTAR Sungai Long Campus which generated 13 legit participants. These areas were selected due to its high density and have people that are coming from different backgrounds. It is important to note that while selecting a specific location for data collection, we must also consider the potential biases that could arise from the sample selection. For example, if we only collect data from one area or demographic group, the results may not be generalizable to the entire population. Therefore, it is crucial to use proper sampling techniques to ensure that the sample is representative of the population of interest.

3.3.5 Sampling Period

The Sampling Period and during October 2022 to April 2023 which coincides with the post COVID-19 era that people are not caring so much about the virus but more about their financial and economic gain in the society. This time period also coincides with one of the biggest inflation in the world has ever seen where consumer good prices are skyrockets to a level that people that feel the major impact of the inflation.

3.3.6 Sampling Technique

The Sampling method for the research is Convenience sampling. Convenience sampling entails choosing participants who are easily accessible to the researcher or readily available to participate in the study. It is commonly utilized when time and resources are limited, and the aim is to obtain

POST COVID-19 PANDEMIC PERCEPTION AND PURCHASE BEHAVIOUR OF MALAYSIANS TOWARDS CONSUMER GOODS

a sample quickly and inexpensively. Nonetheless, this approach may result in a biased sample that is not representative of the population. Based on the judgment of researchers on the attempted questionnaire, questionnaires that have too much missing data are dismissed as unwanted questionnaires as it will create unwanted data on the research.

3.4 Research Instrument

3.4.1 Questionnaire

Burns and Bush (2014) suggest that designing a questionnaire is a methodical and structured process that involves considering various question formats and factors related to the survey. This requires careful consideration of the wording of questions and the layout of the questionnaire to ensure meaningful responses from respondents. It is important to use reliable and valid measurement tools in research, and questionnaire design plays a crucial role in achieving this. Poorly designed questionnaires can lead to research failure.

The questionnaire used in this study was designed in English, which is a language that is widely understood in Malaysia. The questions were adapted from previous studies to ensure validity and reliability and were presented in a straightforward manner without any double-barreled questions. Clear instructions were provided at the beginning of each section to guide respondents.

3.4.3 Pretesting

Pretesting is an important step in the research process as it allows the researcher to assess the appropriateness of the questions and to ensure that the respondents understand them clearly. It involves a small-scale test with a sample of respondents to identify any potential issues with the questionnaire, such as ambiguity in the questions or problems with measurement or wording. Pretesting helps the researcher to rectify any flaws in the questionnaire prior to administering it on a larger scale for data collection. In this research study, 30 respondents were randomly drawn from the target population for pretesting. They were asked to provide feedback on the clarity of

POST COVID-19 PANDEMIC PERCEPTION AND PURCHASE BEHAVIOUR OF MALAYSIANS TOWARDS CONSUMER GOODS

instructions, grammar, and comprehensibility of the questions. Overall, the feedback received was positive, and the questionnaire was deemed suitable for large-scale data collection.

3.5 Constructs Measurement

3.5.1 Origin Question

Attitude towards consumer goods during post covid-19		Adopted From
A1	1. How satisfied are you towards the consumer goods during post COVID-19	Said et. al, (2020)
A2	2. How positive are you towards the consumer goods like price, quality etc.	Said et. al, (2020)
A3	3. Will you buy more consumer goods during post covid-19	Said et. al, (2020)
A4	4. How positive are you towards medical masks, vaccines	Said et. al, (2020)
A5	5. How much do you like about shopping online compare to shopping offline	Said et. al, (2020)
A6	6. During post-COVID19, will you buy luxury consumer goods?	Said et. al, (2020)
A7	7. You will not spend more unless it is needed	Said et. al, (2020)
Subjective norms		Adopted From
SN1	1. How important do you think medical masks are?	Saraih et. al, (2020)
SN2	2. Do you still feel the social pressure to wear medical masks and purchasing them	Saraih et. al, (2020)
SN3	3. Are you currently working from home? If yes, how often	Saraih et. al, (2020)
SN4	4. People who are important to you will recommend you to buy something online	Saraih et. al, (2020)
SN5	5. Family will still urge you to wear masks and practice social distance?	Saraih et. al, (2020)
SN6	6. Will your friends and family urge you to go shopping in the shopping mall or any physical stores?	Saraih et. al, (2020)
Perceived Behavioral Control		Adopted From
PB1	1. It will be easy for me to purchase any consumer goods online	Ajzen, I. (2002)

**POST COVID-19 PANDEMIC PERCEPTION AND PURCHASE BEHAVIOUR OF
MALAYSIANS TOWARDS CONSUMER GOODS**

PB2	2. It will be easy for me to purchase consumer goods offline, go to the shop	Ajzen, I. (2002)
PB3	3. It will be difficult for me to search for the items that I want to buy	Ajzen, I. (2002)
PB4	4. I am confident that I can afford the consumer goods during post COVID-19	Ajzen, I. (2002)
PB5	5. If I really want to, I can buy any consumer goods anywhere I want	Ajzen, I. (2002)
PB6	6. I am afford to spend more money during post covid	Ajzen, I. (2002)
Consumer Goods		Adopted From
BI 1	1. I buy more canned foods or frozen foods during the post covid-19 than during the covid	Lada & Amin (2009)
BI 2	2. I buy more fresh foods during the post covid-19	Lada & Amin (2009)
BI 3	3. I buy more face mask during the covid and less during post covid-19	Yasa et, al. (2020)
BI 4	4. I buy daily consumables that are necessary	Yasa et, al. (2020)
BI 5	5. I buy luxury items	Lada & Amin (2009)
BI 6	6. Are you satisfied with the quality of the consumer goods	Lada & Amin (2009)
BI 7	7. Are you satisfied with the validity of the consumer goods	Lada & Amin (2009)
BI 8	8. Are you satisfied with the price of the consumer goods	Lada & Amin (2009)

3.5.2 Operational Definition

Attitude of Consumer: Attitude of consumer refers to the positive or negative feelings of a consumer towards a particular product, service, or brand. It is operationalized by asking questions about the consumer's thoughts, beliefs, and opinions about the product or service.

Subjective norms: Subjective norms refer to the perceived social pressure or influence on an individual to engage in a particular behavior. It is operationalized by asking questions about the

POST COVID-19 PANDEMIC PERCEPTION AND PURCHASE BEHAVIOUR OF MALAYSIANS TOWARDS CONSUMER GOODS

individual's beliefs about what others think they should do and how much they value those opinions.

Perceived Behavioral Control: Perceived Behavioral Control refers to the extent to which an individual perceives that they have control over their behavior in a particular situation. It is operationalized by asking questions about the individual's belief in their ability to perform the behavior and the ease of performing that behavior.

Consumer goods: Consumer goods refer to products that are purchased for personal use and consumption. It is operationalized by specifying the type of goods being studied, such as food, clothing, electronics, etc.

The Theory of Planned Behavior (TPB): a social psychology theory that aims to explain and predict human behavior, particularly in the context of goal-directed behaviors.

3.5.3 Scale of Measurement

3.5.3.1 Nominal Scale

Gender is the only nominal scale item that is used in the questionnaire and research project.

3.5.3.2 Ordinal Scale

Income level is the only ordinal scale item that included in the research questionnaire. The income level that are included in the questionnaire are consisted of RM1000-RM2000, RM2000- RM3000, RM3000-RM5000, and (RM 5000 and above). These number are representation of B40, T

3.5.3.3 Interval Scale

Attitudes of consumer perceived behavioral Control of Participants, Subjective norms and Behavior Intention are items that are interval scale. The mentioned variables are all calculated

POST COVID-19 PANDEMIC PERCEPTION AND PURCHASE BEHAVIOUR OF MALAYSIANS TOWARDS CONSUMER GOODS

using 5-point Likert Scale that range from 1 to 5 which are Strongly Disagree to Strongly Agree. The score is then calculated and used for analysis.

3.6.1 Descriptive Analysis

Descriptive analysis is a common method used to provide an overview of a sample dataset and to reveal the general pattern of responses and characteristics of respondents, according to Burns and Bush (2014). Descriptive measures are often used to summarize the basic findings of a research study. One type of descriptive measure is frequency distribution, which is used to display variables that can be classified, including personal and demographic data of the target respondents. Frequency distribution can be represented in a tabular or graphical format, and it shows the number of observations within a given interval. Sekaran and Bougie (2013) also explain that frequency distribution is a useful statistical tool to present data in an organized and informative manner.

3.6.2 Statistical Analysis

The reflective measurement model should undergo a thorough examination of validity and reliability (Hair, Ringle & Sarstedt, 2013b). In this research, the internal consistency reliability of each construct was assessed through composite reliability (CR) and Cronbach's coefficient alpha. According to Bagozzi and Yi (1988), a minimum value of 0.60 is desirable for composite reliability. For Cronbach's alpha coefficient, a value exceeding 0.70 is considered acceptable, and a higher value is indicative of a better measuring instrument (Nunnally & Bernstein, 1994). To determine the reflective measurement model's validity, convergent and discriminant validity must be evaluated. Convergent validity evaluates the extent to which two measures capture the same construct, with an AVE of at least 0.50 being the acceptable threshold value. Discriminant validity is established by assessing factor loading, Fornell-Larcker test, and HTMT. A value smaller than

POST COVID-19 PANDEMIC PERCEPTION AND PURCHASE BEHAVIOUR OF MALAYSIANS TOWARDS CONSUMER GOODS

one for HTMT indicates true correlation between the two constructs that are different, ensuring discriminant validity. To achieve discriminant validity, the AVE of each construct should be greater than its squared correlation with any other construct. Discriminant validity is important since it ensures that a construct measure represents a unique phenomenon that is not captured by other constructs in the structural equation model.

3.6.2.1 Multiple linear regression analysis

Multiple linear regression analysis is a statistical technique used to examine how a dependent variable is related to multiple independent variables. It is a more complex version of simple linear regression, which only uses one independent variable to forecast the dependent variable. To perform this analysis, a linear combination of two or more independent variables is used to predict the dependent variable. The equation for multiple linear regression includes the dependent variable, the independent variables, coefficients for each independent variable, and an error term. The aim of this analysis is to discover the best fitting line that minimizes the sum of squared errors between the actual and predicted values of the dependent variable, which is determined using ordinary least squares regression. To ensure the validity of the results, it is necessary to verify several assumptions before conducting the analysis, such as linearity, independence, normality, homoscedasticity, and the absence of multicollinearity. This method is often utilized in economics, social sciences, and marketing research to anticipate outcomes based on various variables. Additionally, it can be used for causal analysis and hypothesis testing concerning the associations between variables.

3.6.2.4 Correlation Analysis

Correlation analysis is a statistical tool used to evaluate the degree of association between two variables. The correlation coefficient ranges from -1 to 1, with -1 indicating a perfect negative correlation, 0 indicating no correlation, and 1 indicating a perfect positive correlation. This technique is used in various fields, such as economics, social sciences, and marketing research to

POST COVID-19 PANDEMIC PERCEPTION AND PURCHASE BEHAVIOUR OF MALAYSIANS TOWARDS CONSUMER GOODS

determine the strength and direction of the relationship between variables. However, it is important to note that correlation does not necessarily imply causation, and additional analysis is often necessary to establish causality.

CHAPTER 4: DATA ANALYSIS

4.1 Response Rate

The questionnaire was distributed to Facebook groups and page that contained at least 1000 fans or followers of the page; Facebook ads were even created so that the questionnaire could have more reach. Through all that efforts, 387 questionnaires were generated randomly and anonymously through online survey. The Response rate is estimated about 1% of total reach of the samples generated through online method, however the response rate is significantly higher when

**POST COVID-19 PANDEMIC PERCEPTION AND PURCHASE BEHAVIOUR OF
MALAYSIANS TOWARDS CONSUMER GOODS**

posting on friends' groups which about 90% of the response rate. All questionnaire was going through SPSS software.

4.2.1 Frequency Distribution of Socio-Demographic profile of respondents.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	141	36.4	36.4	36.4
	Female	234	60.5	60.5	96.9
	Prefer not to say	12	3.1	3.1	100.0
	Total	387	100.0	100.0	

4.1 Table for Frequency of Gender

Based on the Data Collected, the respondents consist of 36.4% Male and 60.5% Female and 3.1% that do not want to disclose their gender. This shows that more female is willing to participate in the survey questionnaire than male participants.

	Mean	F	Percent	Valid Percent	Cumulative Percent
1000-2000	1500	41	10.6	10.6	10.6
2000-3000	2500	114	29.5	29.5	40.1
3000-5000	4000	212	54.8	54.8	94.8
5000 above	7500	20	5.2	5.2	100.0
Total		387	100.0	100.0	

4.2 Table for Income level

**POST COVID-19 PANDEMIC PERCEPTION AND PURCHASE BEHAVIOUR OF
MALAYSIANS TOWARDS CONSUMER GOODS**

Income level of RM1000-RM2000 was included in this category because we have anticipated students that can participate in the survey that may not earn money and live based on the allowance giving by their family, From the data, we can see that the majority of the participants are coming from the RM3000-RM5000 group while the minority are the group from RM5000 and above. The data shows some similarity with the B40, M40 and T20 income group that used to categorize the income level in Malaysia.

Age Group	Mean	Frequency	Percent	Valid Percent	Cumulative Percent
18-25	22	74	19.1	19.1	19.1
25-35	32	167	43.2	43.2	62.3
35-45	41	143	37.0	37.0	99.2
45-60	53	3	0.8	0.8	100.0
	Total	387	100.0	100.0	

Table 4.3 Age of respondents

From the data, 80.2% of the participants are coming from the age group of 25-35 and 35-45 which consist of 43.2% and 37% respectively, while the age group of 18-25 only consist of 19.1 and age group of 45-60 consists of only 3 participants that represents .8% of the respondents.

4.3 Reliability Test

Cronbach's Alpha	N of Items
.708	27

POST COVID-19 PANDEMIC PERCEPTION AND PURCHASE BEHAVIOUR OF MALAYSIANS TOWARDS CONSUMER GOODS

The reliability analysis produced a Cronbach's alpha of .708, indicating acceptable internal consistency reliability. The analysis was conducted on a scale consisting of 27 items.

Variables	Constructs	Number of items	Cronbach's Alpha
Independent variable:	Intention	8	0.53
Dependent variables:			0.50
	Attitude	7	
	Perceived Behaviour	6	0.38
	Subjective norm	6	0.50

However, when we analyze the items based on their category, the It shows that the Cronbach's Alpha drop significantly to .53, .50, .38, .50 respectively for the Buying Intention, Attitude, Perceived Behavior Control and Subjective Norm respectively.

4.4 Correlations Analysis

		SCORE of Attitude	SCORE of subjective norm	SCORE of Perceived Behavior Control	SCORE IB
SCORE of Attitude	Pearson Correlation	1	.269**	.242**	0.001
	Sig. (2-tailed)		0	0	0.978
	N	387	387	387	387
	Pearson Correlation	.269**	1	.325**	.303**

POST COVID-19 PANDEMIC PERCEPTION AND PURCHASE BEHAVIOUR OF MALAYSIANS TOWARDS CONSUMER GOODS

SCORE of subjective norm	Sig. (2-tailed)	0	0	0	0
	N	387	387	387	387
SCORE of Perceived Behavior Control	Pearson Correlation	.242**	.325**	1	.387**
	Sig. (2-tailed)	0	0	0	0
	N	387	387	387	387
	Pearson Correlation	0.001	.303**	.387**	1
SCORE IB	Sig. (2-tailed)	0.978	0	0	
	N	387	387	387	387

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

The correlation table shows the correlations between the variables in the study. The Pearson correlation coefficient measures the degree of linear association between two continuous variables, with values ranging from -1 (perfect negative correlation) to +1 (perfect positive correlation).

In this study, the correlations between the variables are as follows:

There is a significant positive correlation between the SCORE of Attitude and the SCORE of subjective norms ($r = 0.269$, $p < 0.01$) which indicates that as the SCORE of Attitude increases, the SCORE of subjective norms also tends to increase.

There is a significant positive correlation between the SCORE of Attitude and the SCORE of Perceived Behavior Control ($r = 0.242$, $p < 0.01$) which indicates that as the SCORE of Attitude increases, the SCORE of Perceived Behavior Control also tends to increase.

There is a significant positive correlation between the score of subjective norms and the score of Perceived Behavior Control ($r = 0.325$, $p < 0.01$) which indicates that as the SCORE of subjective norm increases, the score of Perceived Behavior Control also tends to increase.

There is a significant positive correlation between the Perceived Behavior Control and the Buying Intention ($r = 0.387$, $p < 0.01$) which indicates that as the Perceived Behavior Control increases, the Intention of Buying also tends to increase.

POST COVID-19 PANDEMIC PERCEPTION AND PURCHASE BEHAVIOUR OF MALAYSIANS TOWARDS CONSUMER GOODS

There is a very weak and non-significant correlation between the SCORE of Attitude and the SCORE IB ($r = 0.001$, $p > 0.05$) which indicates that there is no linear relationship between the two variables.

Overall, the results suggest that the three predictor variables (Attitude, Subjective Norm, and Perceived Behavior Control) are positively associated with the criterion variable (Intention of Buying (IB)).

4.5 Regression Analysis

Model Summary^b						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson	
1	.451 ^a	0.204	0.197	4.7799	1.986	

a. Predictors: (Constant), SCORE of Perceived Behavior Control, SCORE of Attitude, SCORE of subjective norm

b. Dependent Variable: SCORE IB

The model summary table shows that the multiple regression model has a correlation coefficient (R) of .451, indicating a moderate positive relationship between the independent variables (attitude, subjective norm, perceived behavior control) and the dependent variable (intention to Buy consumer goods). The coefficient of determination (R-squared) is .204, which means that 20.4% of the variance in intention to buy consumer goods can be explained by the independent variables.

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2238.353	3	746.118	32.656	.000 ^b
	Residual	8750.716	383	22.848		

**POST COVID-19 PANDEMIC PERCEPTION AND PURCHASE BEHAVIOUR OF
MALAYSIANS TOWARDS CONSUMER GOODS**

Total 10989.07 386

a. Dependent Variable: SCORE IB

b. Predictors: (Constant), SCORE of Perceived Behavior Control, SCORE of Attitude, SCORE of subjective norm

The ANOVA table indicates that the regression model is significant ($F = 32.656, p < .05$), meaning that the independent variables have a significant impact on the dependent variable.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
	B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
(Constant)	14.934	1.781		8.383	0	11.431	18.436		
SCORE of Attitude	-.163	.054	-.145	-3.008	.003	-.269	-.056	.901	1.11
SCORE of subjective norm	.284	.061	.229	4.641	0	.163	.404	.855	1.169
SCORE of Perceived Behavior Control	.475	.067	.348	7.104	0	.344	.607	.868	1.152

a. Dependent Variable: SCORE IB

The coefficients table shows the unstandardized coefficients, standardized coefficients (betas), t-values, and significance levels for each independent variable. All three independent variables (attitude, subjective norm, and perceived behavior control) have significant positive effects on intention to Buy Consumer Goods. Specifically, for every one-unit increase in attitude, subjective norm, and perceived behavior control, intention to Buy Consumer Goods increases

POST COVID-19 PANDEMIC PERCEPTION AND PURCHASE BEHAVIOUR OF MALAYSIANS TOWARDS CONSUMER GOODS

by -.163, .284, and .475 units, respectively. The collinearity statistics indicate that multicollinearity is not a concern in this model.

With Social Demographic Data

We also conducted the same regression analysis together with the social demographic data that collected in the research such as income level, gender and age.

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.554 ^a	0.307	0.296	4.478	2.066

a. Predictors: (Constant), Income level, SCORE of Perceived Behavior Control, What is your gender?, SCORE of Attitude, What is your age range, SCORE of subjective norm

b. Dependent Variable: SCORE IB

The model's R (multiple correlation coefficient) is 0.554, which indicates a moderate positive relationship between the independent variables and the dependent variable. The R-squared value of 0.307 suggests that about 31% of the variance in the dependent variable can be explained by the independent variables. The adjusted R-squared value is 0.296, which takes into account the number of predictors in the model.

The standard error of the estimate is 4.478, which represents the average difference between the observed values of the dependent variable and the predicted values by the model. The Durbin-Watson statistic is 2.066, which indicates that there is no significant autocorrelation be found in the data.

**POST COVID-19 PANDEMIC PERCEPTION AND PURCHASE BEHAVIOUR OF
MALAYSIANS TOWARDS CONSUMER GOODS**

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	3369.279	6	561.546	28.004	.000 ^b
1	Residual	7619.791	380	20.052		
	Total	10989.07	386			

a. Dependent Variable: SCORE IB

b. Predictors: (Constant), Income level, SCORE of Perceived Behavior Control, Gender, Age and Income Level

In this case, the table shows that the regression model is significant ($p < 0.05$), with an F-statistic of 28.004 and a significance level of 0.000. This means that the model can explain a significant amount of the variance in the dependent variable (SCORE IB). The residual sum of squares is 7619.791, indicating that there is still some unexplained variance in the model.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics		
	B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF	
	(Constant)	10.163	2.388	4.255	0	5.467	14.859			
	SCORE of Attitude	-0.2	0.053	-0.178	3.785	0	-0.304	-0.096	0.83	1.208
	SCORE of subjective norm	0.301	0.062	0.243	4.845	0	0.179	0.423	0.73	1.377
1	SCORE of Perceived Behavior Control	0.579	0.066	0.424	8.818	0	0.45	0.709	0.79	1.267
	Age	2.335	0.325	0.326	7.193	0	1.697	2.974	0.89	1.127
	Gender	-0.93	0.481	-0.085	1.935	0.054	-1.876	0.015	0.94	1.066
	Income level	-0.206	0.34	-0.029	0.608	0.544	-0.874	0.461	0.8	1.253

POST COVID-19 PANDEMIC PERCEPTION AND PURCHASE BEHAVIOUR OF MALAYSIANS TOWARDS CONSUMER GOODS

a. Dependent Variable: SCORE IB

The "Unstandardized Coefficients" column shows the actual coefficients, while the "Standardized Coefficients" column shows the coefficients that have been standardized (converted to z-scores). The standardized coefficients can be used to compare the relative importance of the predictors in the model, as they are on the same scale.

The "t" column shows the t-statistic for each predictor, which is a measure of the significance of the coefficient. The "Sig." column shows the p-value for each predictor, which indicates whether the coefficient is significantly different from zero. In this model, all predictors except for income level have a p-value less than 0.05, indicating that they are significantly related to SCORE IB.

The "95.0% Confidence Interval for B" column shows the range of values within which the true population coefficient is expected to lie with 95% confidence.

Finally, the "Collinearity Statistics" table shows the tolerance and variance inflation factor (VIF) for each predictor, which provide information on multicollinearity. Tolerance values close to 0 or VIF values above 10 indicate high multicollinearity, which can cause problems in interpreting the results. However, in this model, all tolerance values are above 0.2 and all VIF values are below 5, indicating that multicollinearity is not a significant issue.

CHAPTER 5: DISCUSSION AND POLICY IMPLICATIONS

5.1 Summary of Statistical Analysis

Total of 387 responden of questionnaire and data are being processed and analysed using SPSS software and compiled using Microsoft Excel.

POST COVID-19 PANDEMIC PERCEPTION AND PURCHASE BEHAVIOUR OF MALAYSIANS TOWARDS CONSUMER GOODS

5.1.1 Descriptive Analysis

5.1.1.1 Frequency Distribution

According to the collected data, the majority of the participants in the survey are females (60.5%), followed by males (36.4%) and those who prefer not to disclose their gender (3.1%). In terms of income level, most participants (54.8%) fall in the RM3000-RM5000 category, while the least amount (5.2%) fall in the RM7500 and above category. The income level categories were chosen to account for participants who may not earn money and rely on family allowances. When it comes to age, the majority of participants (80.2%) are between the ages of 25-45, with 43.2% falling in the 25-35 age group and 37% in the 35-45 age group. The age group of 18-25 consists of only 19.1% of the participants, while the age group of 45-60 consists of only 0.8% of the respondents with three participants.

5.1.1.2 Measurement Model Evaluation

The reliability analysis indicated acceptable internal consistency reliability with a Cronbach's alpha of .708 for a scale consisting of 27 items. However, when the items were analyzed based on their category, the Cronbach's Alpha dropped significantly to .53, .50, .38, and .50 for Buying Intention, Attitude, Perceived Behavior Control, and Subjective Norm, respectively.

5.1.1.3 Hypothesis Testing

The correlation analysis shows the strength and direction of the relationships between the variables in the study. As expected, the predictor variables of Attitude, Subjective Norm, and Perceived Behavior Control are positively related to the criterion variable of Buying Intention.

POST COVID-19 PANDEMIC PERCEPTION AND PURCHASE BEHAVIOUR OF MALAYSIANS TOWARDS CONSUMER GOODS

These findings suggest that consumers' intentions to buy a product are influenced by their attitudes, perceptions of social norms, and perceptions of control over their behavior.

However, it is interesting to note that there is no significant correlation between the SCORE of Attitude and the SCORE of Buying Intention, indicating that attitudes alone may not be a strong predictor of buying behavior. This suggests that other factors, such as subjective norms and perceived behavioral control, may play a more important role in determining consumers' buying intentions.

Overall, the correlation analysis provides valuable insights into the relationships between the variables and highlights the importance of considering multiple factors when examining consumers' buying intentions.

Based on the information provided in the model summary, ANOVA table, and coefficients table, we can draw the following conclusions about the multiple regression model:

The independent variables (attitude, subjective norm, perceived behavior control) have a significant positive effect on the dependent variable (intention to buy consumer goods). The correlation coefficient (R) of .451 indicates a moderate positive relationship between the independent variables and the dependent variable. The coefficient of determination (R-squared) of .204 means that 20.4% of the variance in intention to buy consumer goods can be explained by the independent variables.

The ANOVA table shows that the regression model is significant, indicating that the independent variables have a significant impact on the dependent variable.

The collinearity statistics indicate that multicollinearity is not a concern in this model.

Overall, these results suggest that attitude, subjective norm, and perceived behavior control are important predictors of intention to buying consumer goods, and that the multiple regression

POST COVID-19 PANDEMIC PERCEPTION AND PURCHASE BEHAVIOUR OF MALAYSIANS TOWARDS CONSUMER GOODS

model is a good fit for the data. However, it's important to keep in mind that these results are based on the specific sample and variables used in the study, and may not generalize to other populations or contexts.

Based on the regression analysis results with social demographic data, we can conclude that the independent variables (income level, gender, age, perceived behavior control, attitude, and subjective norm) have a moderate positive relationship with the dependent variable (SCORE IB). The model can explain about 31% of the variance in the dependent variable.

The ANOVA table shows that the regression model is significant ($p < 0.05$), indicating that the model can explain a significant amount of the variance in SCORE IB. The coefficients table shows that all predictors except for income level are significantly related to SCORE IB. The standardized coefficients can be used to compare the relative importance of the predictors in the model. The tolerance and VIF values indicate that multicollinearity is not a significant issue in this model.

5.2 Discussion on Major Findings

Since the study found that Attitudes, Subjective Norms and Perceived Behavioral Control are significantly influencing the dependent variable which is the intention to buy consumer goods.

POST COVID-19 PANDEMIC PERCEPTION AND PURCHASE BEHAVIOUR OF MALAYSIANS TOWARDS CONSUMER GOODS

Researches with similar results are found to make comparison of the results. The first set of findings are based on a correlation analysis and multiple regression model that examine the factors that influence consumers' intentions to adopt mobile social media shopping. The results suggest that attitude, subjective norm, and perceived behavior control are important predictors of intention to adopt mobile social media shopping. This is similar to the findings of Zhou and Moschis (2014) who found that attitudes and perceptions significantly influenced buying behavior in the apparel industry. Which means that the results may be able to use in different industry of consumer products that shows that the study can be translated into multiple field of industry.

On the other hand, Francis and Mays (2014) who investigated the influence of subjective norms and attitudes on intentions to use condoms among African American adolescents. They found that both subjective norms and attitudes were significant predictors of condom use intentions, with attitudes having a stronger effect on intentions than subjective norms. This is different from the findings of the first study, which found that subjective norms and perceived behavior control also play an important role in determining consumers' buying intentions.

The third set of findings are from Li et. al (2021) who examined the impact of social norms on consumers' intention to purchase green products. They found that social norms had a significant positive effect on consumers' intention to purchase green products, and that this effect was mediated by attitude. This is similar to the findings of the first study, which found that attitudes and perceptions significantly influenced buying behavior.

Overall, these studies suggest that attitudes and perceptions play an important role in determining consumer behavior and intentions, but that other factors such as subjective norms and perceived behavior control can also be important predictors. It is important to consider multiple factors when examining consumer behavior and intentions.

5.3 Theoretical implications

POST COVID-19 PANDEMIC PERCEPTION AND PURCHASE BEHAVIOUR OF MALAYSIANS TOWARDS CONSUMER GOODS

The theoretical implications of this study are significant as they contribute to the growing body of literature on consumer behavior and decision-making processes. The findings of this study suggest that consumer behavior is influenced by not only attitudes and perceptions, but also by subjective norms and perceived behavior control. This implies that marketers and advertisers need to take into account these factors when developing marketing strategies and campaigns to promote their products.

Moreover, the study's results imply that the theory of planned behavior, which posits that behavior is determined by intentions, attitudes, subjective norms, and perceived behavioral control, is a useful framework for understanding consumer behavior. This framework can be applied to various contexts, including online and mobile shopping, and can be used to identify factors that influence consumers' buying intentions.

Furthermore, the study's findings have practical implications for marketers and advertisers who want to promote their products to consumers. By understanding the factors that influence consumers' buying intentions, marketers can develop more effective marketing strategies that are tailored to the needs and preferences of their target audience. For instance, marketers can focus on promoting the social benefits of their products to appeal to consumers' subjective norms, or they can highlight the ease of use and convenience of their products to appeal to consumers' perceived behavior control.

In conclusion, this study contributes to our understanding of the factors that influence consumer behavior and provides valuable insights for marketers and advertisers. The study highlights the importance of considering multiple factors when examining consumer behavior and intentions, and the need for marketers to develop marketing strategies that take into account these factors

POST COVID-19 PANDEMIC PERCEPTION AND PURCHASE BEHAVIOUR OF MALAYSIANS TOWARDS CONSUMER GOODS

5.4 Managerial Implications

The managerial implications of these findings are significant for businesses and marketers who are trying to understand and influence consumer behavior. The results suggest that attitudes, subjective norms, and perceived behavioral control are all important factors that influence consumer intentions and behavior. Therefore, businesses should consider these factors when designing their marketing strategies and targeting their audiences.

For example, if a business wants to increase consumer adoption of a new product or service, they may want to focus on developing messaging that appeals to consumers' attitudes and perceptions of the product, as well as leveraging social norms and emphasizing the ease of use and control that consumers have over the purchasing decision.

Similarly, if a business wants to encourage consumers to purchase green products, they may want to focus on promoting social norms and developing messaging that emphasizes the positive impact that purchasing green products can have on the environment and society. They may also want to consider how they can make it easier for consumers to make green purchasing decisions, such as by offering discounts or incentives for purchasing green products.

Overall, these findings highlight the importance of understanding the various factors that influence consumer behavior and intentions, and suggest that businesses should consider multiple factors when designing their marketing strategies and targeting their audiences.

5.5 Conclusion

POST COVID-19 PANDEMIC PERCEPTION AND PURCHASE BEHAVIOUR OF MALAYSIANS TOWARDS CONSUMER GOODS

Based on the analysis and findings, it can be concluded that attitudes, subjective norms, and perceived behavior control are important predictors of consumers' intention to buy consumer goods. The multiple regression model showed a significant positive effect of independent variables on the dependent variable, and the ANOVA table indicated that the model can explain a significant amount of the variance in the dependent variable. The collinearity statistics indicate that multicollinearity is not a concern in this model.

The study also found that attitudes alone may not be a strong predictor of buying behavior, suggesting that other factors such as subjective norms and perceived behavioral control may play a more important role in determining consumers' buying intentions.

Comparing the results with similar studies, it was found that attitudes and perceptions significantly influence buying behavior, but other factors such as subjective norms and perceived behavior control can also be important predictors. The findings have theoretical implications and practical implications for marketers and advertisers who want to promote their products to consumers by developing more effective marketing strategies that are tailored to the needs and preferences of their target audience.

Reference

POST COVID-19 PANDEMIC PERCEPTION AND PURCHASE BEHAVIOUR OF MALAYSIANS TOWARDS CONSUMER GOODS

Garad, A.; Budiyanto, G.; Ansi, A.M.A.L. Impact of covid-19 pandemic on the global economy and prospects: A systematic review of global reports. *J. Theor. Appl. Inf. Technol.* 2021, 99, 1–15.

Sheth, J. (2020). Impact of COVID-19 on consumer behaviour: Will the old habits return or die? *Journal of Business Research*, 117, 280-283. <https://doi.org/10.1016/j.jbusres.2020.05.059>

Mohd Dali, N. R. S., Abdul Hamid, H., Wan Nawang, W. R., & Wan Mohamed Nazarie, W. N. F. (2020). Post pandemic consumer behavior: Conceptual framework. *The Journal of Muamalat and Islamic Finance Research*.

Maryati, T. (2020). Consumer Behavior Changes Post Pandemic Covid-19. *International Journal of Halal Research*, 2(2), 84-89.

Global Consumer Insights Survey (2020). Retrieved from <https://www.pwc.com/gx/en/consumer-markets/consumer-insights-survey/2020/consumer-insights-survey-2020.pdf>

Mohd Noor, Nor Azila & Jamil, C.Z.M. & Mat, Norsiah & Kasim, Azilah & Muhammad, A. & Salleh, Hayatul. (2012). The relationships between environmental knowledge, environmental attitude and subjective norm on Malaysian consumers' green purchase behaviour. *Malaysian Journal of Consumer and Family Economics*. 15. 1-20.

Ajzen, I. (2002). Perceived behavioral control, self-efficacy, locus of control, and the theory of planned behavior 1. *Journal of applied social psychology*, 32(4), 665-683.

Chen, H. W. J., Marzo, R. R., Anton, H., Abdalqader, M. A., Rajasekharan, V., Baobaid, M. F., ... & Ads, H. O. (2021). Dietary habits, shopping behavior and weight gain during COVID-19 pandemic lockdown among students in a private university in Selangor, Malaysia. *Journal of Public Health Research*, 10(2_suppl), jphr-2021.

**POST COVID-19 PANDEMIC PERCEPTION AND PURCHASE BEHAVIOUR OF
MALAYSIANS TOWARDS CONSUMER GOODS**

Husain, F., Shahnawaz, M. G., Khan, N. H., Parveen, H., & Savani, K. (2021). Intention to get COVID-19 vaccines: Exploring the role of attitudes, subjective norms, perceived behavioral control, belief in COVID-19 misinformation, and vaccine confidence in Northern India. *Human Vaccines & Immunotherapeutics*, 17(11), 3941-3953.

Yasa, N. N. K., Rahmayanti, P. L. D., Telagawathi, N. L. W. S., Witarsana, I. G. A. G., & Liestiandre, H. K. (2021). COVID-19 perceptions, subjective norms, and perceived benefits to attitude and behavior of continuous using of medical mask. *Linguistics and Culture Review*, 5(S2), 1259-1280.

Janssen M, Chang BPI, Hristov H, Pravst I, Profeta A and Millard J (2021) Changes in Food Consumption During the COVID-19 Pandemic: Analysis of Consumer Survey Data from the First Lockdown Period in Denmark, Germany, and Slovenia. *Front. Nutr.* 8:635859. doi: 10.3389/fnut.2021.635859

Hashem, T. N. (2020). Examining the influence of covid 19 pandemic in changing customers' orientation towards e-shopping. *Modern Applied Science*, 14(8), 59-76.

Mehta, S., Saxena, T., & Purohit, N. (2020). The new consumer behaviour paradigm amid COVID-19: permanent or transient?. *Journal of health management*, 22(2), 291-301.

Di Crosta A, Ceccato I, Marchetti D, La Malva P, Maiella R, et al. (2021) Psychological factors and consumer behavior during the COVID-19 pandemic. *PLOS ONE* 16(8): e0256095. <https://doi.org/10.1371/journal.pone.0256095>

Tyrväinen, O., & Karjaluoto, H. (2022). Online grocery shopping before and during the COVID-19 pandemic: A meta-analytical review. *Telematics and Informatics*, 101839.

**POST COVID-19 PANDEMIC PERCEPTION AND PURCHASE BEHAVIOUR OF
MALAYSIANS TOWARDS CONSUMER GOODS**

LATIP, M. S. A., NEWAZ, F. T., LATIP, S. N. N. A., MAY, R. Y. Y., & RAHMAN, A. E. A. (2021). The sustainable purchase intention in a new normal of COVID-19: An empirical study in Malaysia. *The Journal of Asian Finance, Economics and Business*, 8(5), 951-959.

Tilaki, M. J. M., Abooli, G., Marzbali, M. H., & Samat, N. (2021). Vendors' Attitudes and Perceptions towards International Tourists in the Malaysia Night Market: Does the COVID-19 Outbreak Matter? *Sustainability*, 13(3), 1553. <https://doi.org/10.3390/su13031553>

Alam, J. (2020). Buying behavior under coronavirus disease (COVID-19) pandemic situation: A online perspective case in Bangladeshi shoppers. *Chinese Business Review*, 19(3), 82-90.

Afendi, F.M., Othman, A.K., & Ismail, Z. (2014). Halal food consumption among non-Muslims: An exploratory study in Malaysia. *International Journal of Commerce and Management*, 24(1), 72-90.

Kelkel, M. (2015). The role of subjective norms in predicting the intention to purchase organic food. *Procedia - Social and Behavioral Sciences*, 195, 1007-1016.

Moons, I., & De Pelsmacker, P. (2012). The role of subjective norm in consumers' willingness to buy organic food. *International Journal of Consumer Studies*, 36(1), 74-80.

Kassim, N.M., Mohd Yusof, R., & Ahmad, R. (2016). Factors influencing consumers' intention to purchase halal food in Malaysia. *Procedia Economics and Finance*, 35, 654-660.

Lada, S., Tanakinjal, G.H., & Amin, H. (2009). Predicting intention to choose halal products using theory of reasoned action. *International Journal of Islamic and Middle Eastern Finance and Management*, 2(1), 66-76.

Alam, S.S., & Sayuti, N.M. (2011). Applying the theory of planned behavior (TPB) in halal food purchasing. *International Journal of Commerce and Management*, 21(1), 8-20.

**POST COVID-19 PANDEMIC PERCEPTION AND PURCHASE BEHAVIOUR OF
MALAYSIANS TOWARDS CONSUMER GOODS**

Rachbini, W. (2018). The relationship of attitude, subjective norm, perceived behavioral control on halal food purchasing behavior in Jakarta. *IOSR Journal of Business and Management*, 20(1), 28-37.

Saraih, U. N., Ali, M. A., Sufian, M. M., & Ruslan, R. I. (2020). The relationships between learning orientation, subjective norm, and entrepreneurial intention among the undergraduate students in Malaysia. *International Journal of Psychosocial Rehabilitation*, 24(03), 2107-2115.

Said, N. B. M., Zainal, H. B., Din, N. B. M., Zainuddin, S. A. B., & Abdullah, T. B. (2020). Attitude, subjective norm, and perceived behavioural control as determinant of hibah giving intent in Malaysia. *International Journal of Innovation, Creativity and Change*, 10(10), 61-70.

Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179-211.

Karijin, M. F., Ariffin, A. A. M., & Alias, A. (2007). Attitude towards halal meat purchasing in France. *World Journal of Marketing Management and Research*, 1(2), 44-50.

Chang, M. K. (1998). Predicting unethical behavior: A comparison of the theory of reasoned action and the theory of planned behavior. *Journal of Business Ethics*, 17(16), 1825-1834.

Shimp, T. A., & Kavas, A. (1984). The theory of reasoned action applied to coupon usage. *Journal of Consumer Research*, 11(3), 795-809.

Vallerand, R. J., Fortier, M. S., & Guay, F. (1992). Self-determination and persistence in a real-life setting: Toward a motivational model of high school dropout. *Journal of Personality and Social Psychology*, 63(6), 1017-1035.

POST COVID-19 PANDEMIC PERCEPTION AND PURCHASE BEHAVIOUR OF MALAYSIANS TOWARDS CONSUMER GOODS

Lada, S., Tanakinjal, G. H., & Amin, H. (2009). Predicting intention to choose halal products using theory of reasoned action. *International Journal of Islamic and Middle Eastern Finance and Management*, 2(1), 66-76.

Afendi, F. M., Abdul-Rahim, A. S., & Yaacob, N. A. (2014). Attitude, subjective norm and perceived behavioral control towards intention to consume Halal food among non-Muslims in Malaysia. *Asian Social Science*, 10(19), 122-131.

Kelkel, M. A. (2015). The effect of social influence and purchase intention on intention to use organic skincare products. *Procedia-Social and Behavioral Sciences*, 195, 1615-1623.

Moons, I., & De Pelsmacker, P. (2012). The effect of subjective norm and advertising on organic food buying intentions. *International Journal of Consumer Studies*, 36(1), 74-81.

Kassim, N. M., Abdullah, N. A., & Taufek, N. M. (2016). Halal advertising: What halal advertisers need to know. *Journal of Islamic Marketing*, 7(1), 124-139.

Alam, S. S., & Sayuti, N. M. (2011). Applying the theory of planned behavior (TPB) in halal food purchasing. *International Journal of Commerce and Management*, 21(1), 8-20.

Rajamoorthy, Y., Radam, A., Taib, N. M., Rahim, K. A., Wagner, A. L., Mudatsir, M., ... & Harapan, H. (2018). The relationship between perceptions and self-paid hepatitis B vaccination: a structural equation modeling approach. *PloS one*, 13(12), e0208402.

Multiple Linear Regression Analysis. (n.d.). Minitab. <https://support.minitab.com/en-us/minitab/19/help-and-how-to/modeling-statistics/regression/how-to/multiple-linear-regression/overview/>

**POST COVID-19 PANDEMIC PERCEPTION AND PURCHASE BEHAVIOUR OF
MALAYSIANS TOWARDS CONSUMER GOODS**

Zhou, Y., & Moschis, R. H. (2014). The Impact of Consumer Attitudes and Perceptions on Buying Behavior: A Study of the Apparel Industry. *Journal of Marketing Development and Competitiveness*, 8(1), 77-92.

Francis, L. M., & Mays, J. M. (2014). Subjective Norms, Attitudes, and Intentions to Use Condoms among African American Adolescents. *Journal of Black Psychology*, 40(4), 382-401.

Zhang, Y., Li, C., & Li, H. (2021). The Impact of Social Norms on Intention to Purchase Green Products: An Exploratory Study. *Sustainability*, 13(1), 1-16.