

THE BUYING BEHAVIOUR OF CONSUMERS

BY

CHEAH LEE KOOI

**UNIVERSITI SAINS MALAYSIA
PULAU PINANG**

1982

ARKIB

Yb
fAC895
M22C514

CONTENTS

Page	2	-	Aknowledgement
"	3	-	Abstract
"	4	-	Chapter 1 - Introduction
"	6	-	Hypotheses
"	9	-	Methodology
"	12	-	Conceptualisation
"	17	-	Operationalisation
"	19	-	Chapter Two - Literature Survey
"	24	-	Models on Consumer Buying Behaviour
"	37	-	Chapter Three - Survey Findings
"	67	-	Chapter Four - Conclusion
"	71	-	Bibliography

ACKNOWLEDGEMENT

My special thanks to my academic exercise supervisor, Mr. Shawaluddin Anis, for his help and guidance through this research paper.

His useful suggestions and critical analysis have, in many ways, enabled me to have a better understanding of my research.

I would also like to thank Miss Chua Kuan Yeu for her advice and suggestions during the early part of my research.

I am also indebted to Penang City Council for providing me with the sampling frame of Minden Heights.

Last but not least, my thanks to all the respondents for their co-operation and encouragement without which this research paper would not have materialised.

cheah lee kooi

ABSTRACT

How much does the consumer rely on advertising for information of a product or brand? How important is advertising in influencing buying decisions? What are the other important factors influencing the buying decisions of consumers. These are some of the questions which will be answered in this study.

A total of 100 respondents were interviewed in two areas - Sidim Estate (lower income and education level) and Minden Heights (higher income and education level). In this study, three categories of products were used - expensive, toiletry and cosmetics.

Advertising was found to have little power as an informer or persuader among the Sidim respondents. A big majority of the Sidim Estate respondents did not rely on advertising as a source of information. They rely very heavily on their past experience and word-of-mouth advertising for their source of information. Brand loyalty was especially strong in Sidim.

However, Minden respondents tend to rely more on advertising as a source of information for toiletry products and cosmetics. However, the strongest source of information, for both areas of study was word-of-mouth advertising.

Advertising was found to have little power as a factor influencing buying decisions of the respondents of both areas of study. Majority of Sidim respondents named 'personal experience with the brand' as the strongest factor influencing buying decisions. Whereas, majority of Minden respondents (inspite of their higher income) were more concerned with 'price' when making a buying decision.