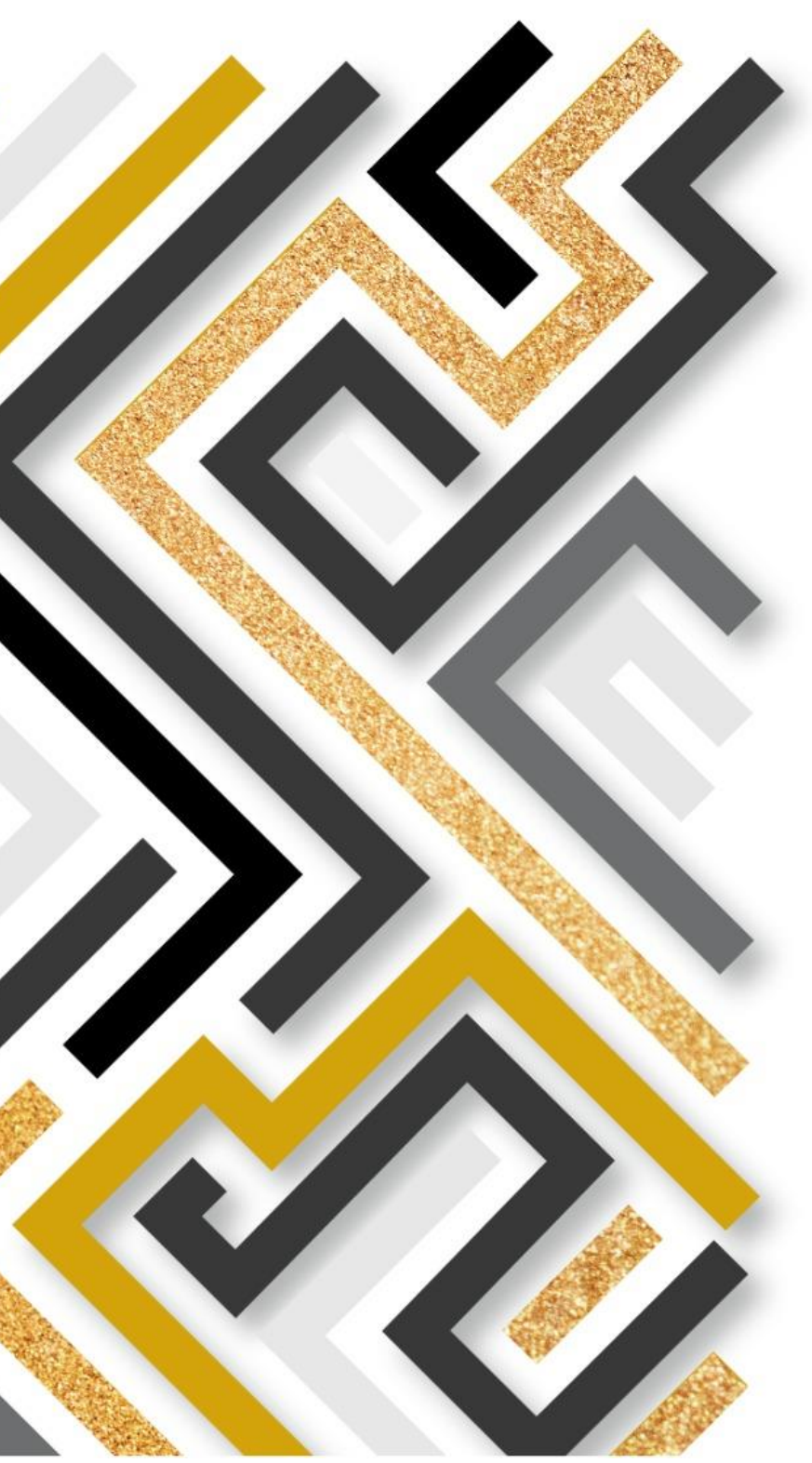


# FBM

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# Insights



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## RECTOR'S MESSAGE



A heartiest congratulation is extended to the Faculty of Business and Management, Universiti Teknologi MARA Cawangan Kedah, Kampus Sungai Petani, on the publication of the seventh volume of FBM Insights.

This most recent volume of FBM Insights covers 25 emerging issues related to microcredit, micromanagement, marketing, consumer behaviour, social media, disability, dark tourism, and food security. This compilation demonstrates UiTM Cawangan Kedah's commitment to disseminate business-related information and relevant content to a wider audience.

I believe that this bulletin is an apt platform for members of the Faculty of Business and Management to produce more academic materials which can benefit the faculty members themselves and also other people at large. Such an initiative is indeed laudable since as academicians, writing to share information is definitely crucial to our personal and professional development.

Again, I would like to congratulate the Faculty of Business and Management and all individuals involved in the publication of FBM Insights volume 7. May FBM Insights continue to grow from strength to strength in the future.

Sincerely,

Prof. Dr. Roshima Haji Said  
Rector  
Universiti Teknologi MARA (UiTM)  
Cawangan Kedah

## FROM THE DESK OF THE HEAD OF FACULTY



Assalamualaikum w.b.t

Welcome to the 7th Edition of FBM Insights 2023. This edition presents 25 articles by the academics of Faculty of Business and Management UiTM Kedah Campus. The topics involved a broad range of business and management knowledge, including matters relating to Covid 19, entrepreneurship, microfinance, and gold investing. Congratulations to all authors for your endless support and valuable contribution to the newsletter.

FBM Insights was created in the year 2020 with the aspiration to inculcate the scholarly writing culture among FBM UiTM Kedah's lecturers. Thank you to the Almighty, this bulletin still receives a positive response for each of its editions. It is our hope this continues and that FBM Insights will one day progress to another level.

Publish or perish, one phrase that all academics must embrace. The importance of academic publication is evident when it is included in several of the university's Key Performance Index (KPI). We need to strive to produce scholarly work. I hope FBM Insights can become a small steppingstone for all FBM academics of UiTM Kedah, in our efforts to improve our publications numbers.

Congratulations again to all authors. Heartiest congratulations to the bulletin's editorial board who worked hard in making FBM Insights what it is today. I wish everyone the best and keep up the excellent work.

Dr. Yanti Aspha Ameira Mustapha  
FBM Insights Advisor

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# **FACTORS INFLUENCING THE CONSUMER PURCHASE BEHAVIOR**

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## **INTRODUCTION**

The information of buyers and the approaches they employ to choose, use, and discard goods and services, as well as the emotional, mental, and behavioral reactions of consumers, is known as consumer purchase behavior (Radu, 2019). Consumer purchase behavior is also known as the study of how people make decisions about what to buy in order to fulfil their needs, wants, or desires, as well as how those decisions are influenced by their emotions, thoughts, and behaviors (StudyCorgi, 2021). Understanding consumer purchase behavior is important as it assist businesses understand what influences the consumers' purchase decision and how to present the ideas and products to the consumers. There are various factors that affect this decision and some of those factors are discussed in the next sections.

## **MARKETING CAMPAIGNS**

Purchase decisions of customers are substantially influenced by marketing campaigns. The campaigns can even encourage customers to change brands or accept more expensive alternatives if the marketing advertisements are done well, consistently, and with the right marketing message (Radu, 2019). Marketing efforts, like Facebook or Instagram ads for e-commerce, or the most recent trends are marketing via TikTok are often used as recap for buying products or services that are often needed but may not always be in the highest list in the customers' attention (like an insurance for example) via the pop up advertisements that read the customers' search patterns. Impulse purchases might be influenced by a good and persuasive marketing message.

## **ECONOMIC CONDITIONS**

The next factor that influences purchase behavior of consumers are the economic conditions. Economic conditions play a significant role, especially when it comes to pricey goods (like houses or cars) (StudyCorgi, 2021). Regardless of their financial obligations, customers are known to become more self-assured and prepared to indulge in purchases in a healthy economic environment. For more expensive purchases, the decision-making process takes longer and is subject to more subjective influences (Radu, 2019). In uncertain economic conditions, businesses need to be mindful and realistic in influencing the consumer; for example presenting the pros and cons of owning a house compared to renting a house, then the possibility to influence a customer to purchase will be higher.

## **INDIVIDUAL PREFERENCES**

Personal characteristics, such as preferences, values, morals, and priorities, may also have an impact on how consumers make decisions. Personal views are tremendously powerful in sectors like clothing or nutrition. Advertisements can undoubtedly affect behavior, but eventually, customer personal likings have a huge influence on their purchase choices (Radu, 2019). For example, if a person has a string preference of silk shirt, if there is discount for cotton shirt, there is low possibility he or she will purchase it. Unless, it is very appealing and interesting, individual preferences play huge role in determining consumer purchase pattern.

## **GROUP INFLUENCE**

Another factor that influence consumer purchase behavior is group influence. An individual's decisions may be greatly influenced by what his or her friends, neighbors, close friends, coworkers, and family members believe or do (Radu, 2019). Consumer behavior is impacted by social psychology. For instance, choosing fast food versus prepared meals is just one illustration of this. Social and educational aspects can influence one another. Close friends and family have greater impact as they are more trusted and words uttered by them are normally taken seriously (StudyCorgi, 2021).

## **PURCHASING POWER**

The final factor that influence purchase behavior is the ability to buy things has a big impact on how individuals behave (Radu, 2019). Budget consideration is an important matter that people will think of when deciding on a purchase. Even if the product is top-notch and the marketing is spot-on, people will not buy it if they cannot afford it. For this matters, marketers will be able to identify eligible consumers and provide better outcomes by segmenting consumers based on their purchasing power. Understanding the purchasing power will ease the process of promotion of the right products to the right target market.

## **CONCLUSION**

From the review above, it can be concluded that if managers want to grow their businesses, they need to understand the factors stated above as they are strong influence on the purchase behavior of consumers. By acknowledging the differences that occur among consumers, businesses will be able to segmentize the consumers into more significant and meaningful groups for marketing and promotional purposes. This will ensure their marketing effort will turn into profit to confirm sustainability of the business.

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