

**INTERNATIONAL BUSINESS & MANAGEMENT
ACADEMIC COLLOQUIUM 2018**

A collaborative effort between

**FACULTY OF BUSINESS AND MANAGEMENT, UiTM KEDAH
&
HATYAI BUSINESS SCHOOL, HATYAI UNIVERSITY**

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Published by the Faculty of Business & Management

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eISBN: 978-967-0314-56-3

Printed by: Perpustakaan Sultan Badlishah
Universiti Teknologi MARA (UiTM) Cawangan Kedah

THE EFFECTS OF PERCEIVED QUALITY, PERCEIVED RISK, PERCEIVED PRICE, AND CONSUMER BEHAVIORS TOWARDS PURCHASE INTENTION ON MALAYSIA LOCAL PRODUCTS

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ABSTRACT

The objective of this study is to examine the effects of perceived quality (PQ), perceived risk (PR), perceived price (PP), and consumer behaviors (CB) towards purchase intention of the Malaysians on Malaysia local products due to their lack of interest in purchasing the local products. Literature reviews have shown that consumers prefer the foreign brands even though the price is higher with similar quality to the local products. Both correlation and regression analysis were performed to foresee the relationship and influence of all four factors on the purchase intention. The study has employed convenient sampling method of respondents. Intercept study design was selected as method of data collection where 25 questions were deployed to measure respondents' perceived quality, perceived risk, perceived price, and consumer behaviors. A five points Likert scale was used to measure perceived quality (5 items), perceived risk (5 items), perceived price (5 items), and consumer behaviors (5 items), and purchase intention (5 items). 120 completed and usable responses were collected. Data were analyzed using SPSS in which frequency, descriptive, reliability, correlation and regression analysis were conducted. In conclusion, the study revealed that all four factors have positive relationships towards purchase intention. In addition, the regression analysis concluded that only perceived quality, perceived price and consumer behaviors have positive and significant effects towards purchase intention on Malaysia local products where perceived quality has the strongest influence on the purchase intention.

Keywords: perceived quality, perceived risk, perceived price, consumer behaviors, purchase intention, Malaysia