



**FACTORS AFFECTING DECISION-MAKING PROCESS  
IN CONSUMER PURCHASING BEHAVIOR:  
CASE STUDY KARAMUNSING SHOPPING COMPLEX**

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**JANUARY 2012**

## ACKNOWLEDGEMENT

First and foremost, I would like to thank God, for the blessing of good health and wisdom in finishing this dissertation. I like to extend my appreciation to my advisor Mdm. Imelda Gisip for her countless guidance, advice, support, encouragement and valuable time throughout the completion of this dissertation.

Special thanks also to Dr. Rozita @ Uji Mohammed for giving the seminar on the guidelines and which had helped a lot in the preparation and overall understanding in conducting this research.

My appreciation also goes to my office Head of Department Mr. Razaliegh Mohd. Zain, Mdm. Siti Zeliha Hj. Musneh my immediate supervisor for being supportive, and also to Mdm. Hazelina Farah Shamsudin who had given me so much guidance and my colleague for their continuous encouragement throughout this research.

Lastly, my appreciation goes to my husband, Sweden Sindu, my children Shane, Sherwayne and Sasha Jane for their prayers, support, understanding, patience, sacrifices, encouragement and love throughout my BBA program.

I, honestly hope that this study will give some benefits to UiTM and to other students who are interested in the same topic of study.

Thank you.

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## ABSTRACT

Consumer purchasing behaviour is important research topic in marketing sense due to fact that until there is a consumer there will be no business going on. Thus, to have a business is to have a marketing activity and practically the main centre of all this is consumer. Achieving business sustainability determine by marketing strategy in maximising profit. This study is aim to investigate the factors affecting consumer behaviour in their purchase decision-making process and to understand different characteristic of decision making styles. Respondents comprise of 85 males and females were evaluated on demographic. Research questionnaires designed by Sproles and Kendalls (1986) using Consumer Inventory Styles (CSI) were first test on data reliability using Cronbach Alpha Coefficients. Then Mann-Whitney test on gender and Kruskal-Wallis test for age, level of income and marital status to determine if there is significant factors influencing decision-making process among respondents.

The finding indicates that there is no significant difference between male and female in term of decision-making process among respondents. Meanwhile there are significant difference in decision-making process among respondent based on age, income level and marital status. This study implies consumer decision-making process using CSI is applicable in local setting, as findings show similarities from previous research abroad and supports some part of the theory.