

UNIVERSITI TEKNOLOGI MARA

**A STUDY OF PERCEIVED
PRODUCT QUALITY INFLUENCES
USERS' PURCHASE INTENTION ON
SUSTAINABLE KITCHENWARE
PRODUCTS**

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ABSTRACT

The perceived product quality has a compelling impact of numerous variables on a company and business performance. Nowadays, users' expect high quality of purchased products is proved. Due to this scenario, appalling in knowing users' perceived product quality not only affects the users' purchase intention, but also involved the company and negative market reputation. In relation to creating and producing a product that follows the perceived product quality and purchase intention for millions of users', we also should to be in parallel on how this product is affecting the environment. In addition, we need to focus on realizing Sustainable Development Goals (SDG) or Global Goals outline in product company. This research study defined the important of knowing users' or consumer perceived quality in connection to their own ideas or previous experience on what they want to purchase or buying a product. The researcher applied quantitative research method, with underlying objective of this research is to analyse the user' responses on perceived product quality that influenced their purchase intention on buying sustainable kitchenware product in electric kitchenware store. Therefore, the result indicates the user's product quality perception generally have indirect effect and significant relationships with purchase intention. From these findings, the research is expected to provide a useful theoretical framework as a reference, guideline, template solution or practice for the company, designers and marketers to come up with effective solutions to improve their product quality, be able to measure the quality of products they market and trying to see the measure in which those satisfy costumer's perceived, needs and expectations. In addition, to leading and increase the product success to the company. Thus, the need for introducing Sustainable Product Design Framework manageable form into the early phases of product design and development has already been discussed extensively.

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CHAPTER ONE

INTRODUCTION

1.1 Preamble

This chapter presents a brief overview of sustainable product factors selection, consumers' or users' perceived quality, users' purchase intention and their contribution to sustain a new product. It will demonstrate the importance of quality and user involvement in the success of sustaining a new product designed in Malaysia. The chapter begins by describing and establishing the research background, justifying problems, following with the research objectives, research aim, research questions, scope and context of research with the summary on the significance of this research. An outline will be enunciated towards the end of this thesis.

1.2 Research Background

Primarily, perceived product quality is about facts and the perception by a consumer's or the end users' of the overall quality or superiority coming from the product which follows the correct objective or its intentions used in a positive way. Perceived quality also is a customer-based undertaken variable that defines the success of a design. The users' can play an important role on the overall perception of the product's quality, better yet its brilliance because this is how the user interacts and shows their own emotions with the product. Afterall, it also can ensure the product's reliability, durability and sustainability. Vantamay (2007) stated that, as business competition grows larger, perceived product quality is becoming more in depth within the mind and thoughts of academics and marketing practitioners today. Thus, perceived product quality was seen to play a key role for all firms to survive, to remain successful and sustain itself in the local or international market. In addition, manufacturers and retail stakeholder are even more competitive but struggles to attract the user's curiosity to their store or advertised product itself because of the current economy situation (Lin et al., 2013).

In this harsh and competitive era, perceived product quality is a tool to make a difference from other competitors by determining and interpreting its very own