

UNIVERSITI TEKNOLOGI MARA

**THE RELATIONSHIP BETWEEN SAFETY ERGONOMIC,
BUYING BEHAVIOR, FUTURE INVESTMENT AND
BABYWEARING TREND**

DAYANG NASHREEN AWANGKU ISA

NUR SYAFIQAH JASMIN

RUVI CHRISTINA AKAT

Dissertation submitted in partial fulfillment
of the requirements for the degree of

Master in Business Administration

Arshad Ayub Graduate Business School

January 2015

AUTHOR'S DECLARATION

I declare that the work in this dissertation was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This dissertation has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

1. Name of student : Dayang Nashreen binti Awangku Isa
Student I.D No : 2012999735
Signature of student :

2. Name of student : Nur Syafiqah binti Jasmin
Student I.D No : 2012939181
Signature of student :

3. Name of student : Ruvi Christina Anak Akat
Student I.D No : 2012534529
Signature of student :

Program : Master in Business Administration
Faculty : Arshad Ayub Graduate Business School
Dissertation Title : The Relationship Between Safety Ergonomic, buying Behavior, Future Investment and Babywearing Trend
Date : 21 December 2014

ABSTRACT

Babywearing is the practice of carrying a baby in the form of sling or carrier and has been practiced centuries ago. As the trend is getting popular it leads to an increased demand for various babywearing products. Concurrently issues on safety became a main concern among babywearers to avoid any related injuries. Hence this study is purposely to gain an understanding of relationship between safety ergonomics, buying behaviour, future investment and babywearing trend by using quantitative approach. Safety ergonomics, buying behaviour, future investment were the dependent variables while babywearing trend was the Independent variable. Researchers has employed non probability sampling i.e purposive sampling to gain specific result as the sample is among the practitioner of babywearing. Malaysian Babywearers Facebook Official Group has been chosen as a sample for this study. A total of 849 respondents which have various demographic backgrounds has participate in this online survey. It was found that all the mentioned dependent variables has a significant relationship with babywearing trend. Besides future investment was found to be the most influential factor. Future research were suggested to study different scope of study such as using mens as a study sample in practicing babywearing.

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CHAPTER ONE

INTRODUCTION

1.1 Research Background

Having children is a dream for every married couple. A child is the precious gift for every marriage. It is important for every parent to create a beautiful bond with their little one to help them grow healthy in physically and mentally. Bonding refers to special attachment that forms between the parent and their new baby. The baby feels secure and it gives sense of self-esteem. One of the ways to stimulate bond between parent and the baby is through baby wearing.

Babywearing is the practice of carrying a baby or child in the form of sling or carrier to promote skin to skin contact with the parent and also known as Kangaroo Mother Care (KMC) method. (Anderson, et.al, 2010). The history has stated that people have been transporting their children in a cloth for centuries. Even today, in developing country like Malaysia, there are many types of traditional carrier that are still be used by the community. However babywearing practice slowly been replaced by new equipment of baby product.

According to Blois (2005) strollers were invented by Americans to replace babywearing practice as it been said spoilt the baby because giving too much attention. Nevertheless, this products were rejected by African mothers because it separated and remote the babies from the mothers. At the same time it removed the traditional