

**AN INVESTIGATION INTO THE ANTECEDENTS INFLUENCING UNETHICAL
CONSUMER BEHAVIOR**

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Dengan hormatnya perkara di atas adalah dirujuk.

2. Sukacita dimaklumkan pihak Universiti telah meluluskan cadangan penyelidikan Y. Brs Profesor/tuan/puan untuk membiayai projek penyelidikan di bawah Dana Kecemerlangan UiTM.

3. Bagi pihak Universiti kami mengucapkan tahniah kepada Y. Brs. Profesor/tuan/puan kerana kejayaan ini dan seterusnya diharapkan berjaya menyiapkan projek ini dengan cemerlang.

4. Peruntukan kewangan akan disalurkan melalui tiga (3) peringkat berdasarkan kepada laporan kemajuan serta kewangan yang mencapai perbezaan lebih kurang 50% dari peruntukan yang diterima.

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Sekian, harap maklum.

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Yang benar

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5. Report

5.1 Executive Summary

This research investigates consumers' motivation for behaving unethically and to understand the factors influencing it. It aims to develop a model predicting the factors or antecedents influencing unethical consumer behaviors. As there are less research and reports on this issue in Malaysia, thus study on this is important. Respondents from the Northern region of Malaysia were chosen as the sample for this study. A purposive sampling technique was implemented in selecting the respondents aged between 19 to 35 years old. The Theory of Planned Behavior (TPB) model is applied to reveal the secret behind it. It is found that the potential factors of consumers behaving unethically are attitude, subjective norms and perceived behavioral control. Given the complexity of this integrated model and simultaneous involvement of many factors, the SEM is used and a multivariate analysis technique is adopted. Results show that there are significant direct impacts among variables except for subjective norms. It is also found that there are mediating effects of intention in all relationships.

5.2 Enhanced Executive Summary

(Abstract of the research)

The issue of consumer ethics is always going to be a never-ending story as it is naturally instilled in every human being's lives. Although rationally behaving unethically is generally unacceptable, consumers are less likely to notice and to be aware of their own ethical standings. Unethical behaviors such as shoplifting, counterfeiting, getting too much change and not saying anything are sometimes perceived as a norm or just a habit. In fact, in a study by Phau and Ng discovered that many students regard shoplifting as an acceptable and normative behavior. They added, even though some may see that it is an unethical practice consumers decide to ignore or disregard the ethical aspect. Consumers tend to just be ignorant. This paper investigates consumer's motivation for behaving unethically in determining the antecedents influencing it. Although this is a serious phenomenon being taken for granted for, there are less research and reports on this matter, thus study on this issue is important. The Theory of Planned Behavior is utilized to determine the potential factors of consumers behaving unethically. This will benefit the business owners, the policy makers and the industry to manage and improve the issues arising from the unethical consumer behaviors.