



**ANTECEDENTS OF CONSUMER BEHAVIOR AND FOREIGN
PRODUCT EVALUATION AMONG CONSUMER IN MIRI**

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ABSTRACT

Consumer behavior is dynamic and universal as each consumer has their own way to value, perceive and evaluate a particular product. In addition, the emergence of global product has changed the way in which consumers evaluate abundance of product choices available to them. Furthermore, globalization phenomenon has united the entire market all around the world into a single market and available to their consumers easily. Thus, it affects the way consumers evaluate products in which they compare products made from developed countries and underdeveloped countries differently. Hence, the purpose of this present study is to identify the antecedents of consumer behavior and foreign product evaluation among consumers.

Specifically, the study focuses on the relationship between cultural, attitude, family and group and country of origin among consumers in Miri in terms of foreign electronic product evaluation. Primary data for the study was collected by means of self-administered questionnaire and supported by sufficient number of secondary data from previous theses, journals and books. For the purpose of this study, self-administered questionnaires were collected from 384 consumers in Miri between the age range of 20 to 40 years old and above.

Hypotheses relationships and objectives were tested through Correlation Coefficient analysis. The findings show that only cultural factor does not have significant relationship with foreign electronic product evaluation as the other factors which are attitude, family and group and country of origin have significant and positive relationships with foreign electronic product evaluation. Meanwhile, results constructed through

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

Consumer is the king of market and all the marketing activities of all the business and industrial enterprises of today go around the habits, tastes, preferences, perception and attitudes of consumers (Gera, 2014). Kuester (2012) defines consumer behavior as the study of individuals, groups, or organizations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. Hence, more and more marketers put priorities in identifying the design of consumer behavior as it is a never ending processes and crucial for marketers to stay in the same path with the changes in consumer behavior to ensure for product or service's success especially for foreign product. In addition, study by Sakpichaisakul (2012) support by commented that consumer behavior as the study of factors that affect the behavior both internal and external such as self concept, social, cultural background, age, attitude, personality and social class. That the reason in present marketing scenario, the study of consumer behavior has become essential (Brosekhan and Velayutham, 2002).

In addition, consumer behavior is complex and it is enormously influence the way in which consumer responds to the marketing efforts. Consumer behavior of every individual is different from other depending on buying choices which is influenced by buying habits and choices that are turn tampered by psychological and social drivers

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This chapter will discuss in detail about product evaluation, consumer behavior and antecedents of consumer behavior that was used as dependent and independent variables in the study. In addition, this chapter also includes the appropriate literature and presents the conceptual framework underlying for the purpose of this study.

2.2 Product Evaluation

The study conducted by Jap (2013) aims mainly to identify Chinese consumers' consumption value and evaluation towards global brands luxury goods as Wang and Chen (2004) commented that many Chinese consumers purchase imported products to enhance and symbolize their higher social status, prestige, fashion and product reliability compared to the local brand product counterparts. The result of the study has proved that Chinese consumers prefer foreign luxury product over local brands as they evaluate both foreign and local luxury products based on the product construct in term of quality, trustworthiness, prestige, design and brands. This result has a positive correlation with the research completed by Keegan and Green (2013) in which Chinese consumers have very different consumption values compared to their western counterparts. Xiao (2005) supported by commented that due to rapid economic growth in the country over the past 25 years, Chinese consumer consumption values and behavior tends to vary significantly based on regions, cohorts and social class. Thus, the