



**FACTORS AFFECTING PURCHASE DECISION ON
LOCAL ELECTRONIC APPLIANCES BRANDS**

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TABLE OF CONTENT

	Page	
TITLE PAGE	i	
DECLARATION OF ORIGINAL WORK	ii	
LETTER OF SUBMISSION	iii	
ACKNOWLEDGEMENT	iv	
TABLE OF CONTENT	v	
LIST OF FIGURES	ix	
LIST OF TABLES	x	
LIST OF ABBREVIATIONS	xi	
ABSTRACT	xii	
CHAPTER 1	INTRODUCTION	
1.1	Introduction	1
1.2	Background of study	1
1.3	Problem Statement	4
1.4	Research Question	5
1.5	Research Objective	5
1.6	Significance of the Study	5
1.6.1	Researcher	5
1.6.2	Future Research	6
1.6.3	Retailer	6
1.7	Scope of Study	6
1.8	Declaration Of Key Term	7

CHAPTER 2	LITERATURE REVIEW	
2.1	Introduction	9
2.2	Local Brands	9
	2.2.1 Malaysian Brands	10
2.3	Purchase Decision	12
2.4	Consumer Behavior Model	14
2.5	Factors that Affect Consumer Purchase Decision	18
	2.5.1 Country-of-origin Image	18
	2.5.2 Product Knowledge	20
	2.5.3 Product Involvement	21
2.6	Theoretical Framework	22
2.7	Hypothesis	24
CHAPTER 3	RESEARCH METHODOLOGY	
3.1	Introduction	25
3.2	Research Design	25
	3.2.1 Purpose of Study	26
	3.2.2 Type of Investigation	26
	3.2.3 Extent of Researcher Interference	26
	3.2.4 Study Settings	27
	3.2.5 Time Horizon	27
	3.2.6 Unit of Analysis	27
	3.2.7 Research Strategies	28
3.3	Population of Study	28
3.4	Sampling Design	28

ABSTRACT

The title of this research is “Factors Affecting Purchase Decision on Local Electronic Appliances Brand”. First objective of this research is to examine the purchase decision on local brands. The next objective is to determine the factors affecting purchase decision on local brands. Three independent variables are identified, that affecting consumer purchase decision which are country-of-origin image, product knowledge, and product involvement. In order to complete this research, three hypothesis is constructed, focused on determining the factors of the independent variables towards dependent variable. A total of 159 electronic appliances’ shoppers have participated, using the non-probability convenience sampling design. The researcher use primary data collection method, by distributing questionnaire to collect data from the respondents. All of the data obtained is analysed using normality test, reliability test, frequency testing, descriptive statistical test, Pearson Correlation coefficient, and regression testing. For correlation, only one variable is significant, and have a weak relationship towards consumer purchase decision. For multiple regression analysis, only product knowledge affects purchase decision and it can be conclude that hypothesis 2 is supported, while other variables, which are country-of-origin image and product involvement does not affect consumer purchase decision, thus hypothesis 1 and hypothesis 2 are not supported.