

**FACTORS INFLUENCING CONSUMER'S
PURCHASE FOR ELECTRICAL APPLIANCES
WITH SIRIM CERTIFICATION MARK**

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**Submitted in Partial Fulfillment
of the Requirement for the
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(Hons) Marketing**

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**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
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“DECLARATION OF ORIGINAL WORK”

I, Harsa Ardila Bt Mat Sakim, (I/C Number: 810512-14-5532)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: Harsa Ardila

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LETTER OF SUBMISSION

28 April 2006

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Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled **“FACTORS INFLUENCING CONSUMER’S PURCHASE FOR ELECTRICAL APPLIANCES WITH SIRIM CERTIFICATION MARK”** to fulfill the requirement as needed by the Faculty of Business Management, MARA University of Technology.

Thank you

Yours sincerely



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TABLE OF CONTENTS

	Pages
ACKNOWLEDGEMENT	iv
LIST OF TABLES	v
LIST OF FIGURES	vi
ABSTRACT	vii
CHAPTER ONE: INTRODUCTION	
1.1 Background of the Study	1
1.2 Background of the Company	2
1.3 Sirim Qas International Sdn. Bhd.	2
1.4. Product Certification Scheme	3
1.5 Problem Statement	4
1.6 Research Questions	5
1.7 Research Objectives	5
1.8 Research Framework	6
1.9 Scope of Study	7
1.10 Significance of the Study	8
1.11 Limitations	9
1.12 Definitions of Terms	10
CHAPTER TWO: LITERATURE REVIEW	
2.1 Introduction of Consumer Behavior	12
2.2 Consumer Decision Making	12
2.3 Factors Influencing Consumer's Purchase	16
2.2.1 Cultural Factors	17
2.2.2 Social Factors	20
2.2.3 Personal Factors	22
2.2.4 Psychological Factors	23

ABSTRACT

Consumers make many buying decisions every day. Some of the products are of quality and some are not. This leads to consumers seeking guidelines in making their purchases. This is important to prevent consumers from being cheated by irresponsible traders. Malaysian regulatory body has set electrical appliances as some of the mandatory products that need to be tested and certified by Sirim. This means that they need to get the Sirim Certification Mark. However, not all electrical appliances in the present market have been tested. With increase in trade and a corresponding increase in demand for quality and safety by government authorities, purchasers and consumer, there is a need for a means of providing assurance that a product complies with specified standards or specifications. The Product Certification Scheme aims to provide this confidence through an independent assurance of quality and safety. Consumer's purchases are influenced strongly by cultural, social, personal and psychological characteristics. Somehow, does consumers decision on buying electrical appliances with the SCM influenced by these factors.

This research focuses in studying the factors influencing consumer's purchase for electrical appliances with Sirim Certification Mark of consumers in Shah Alam. Therefore this research is designed to identify the relationship between cultural factors, social factors, personal factors, psychological factors and consumer's purchase which involve of electrical appliances with SCM. The study sample comprised of 66 consumers. A profile analysis of respondent, frequencies of all factors and correlation between consumer's purchase and cultural, social, personal and psychological factor were conducted. Findings revealed that the cultural, personal and psychological factor have strong relationship with consumer's purchase for electrical appliances with SCM. In addition, there are moderate relationship between consumer's purchase and social factor.