

**AN INVESTIGATION INTO THE FACTORS
INFLUENCING UNETHICAL CONSUMER BEHAVIOR
IN SELANGOR.**

by

NAZAHAH ABD. RAHIM

**MASTERS OF BUSINESS ADMINISTRATION
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Administration.**

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ABSTRAK

Kajian ini menyiasat motivasi pengguna yg berperakuan tidak beretika dan untuk memahami faktor-faktor yang mempengaruhi perlakuan tersebut. Oleh disebabkan kurangnya kajian dan laporan mengenai factor-faktor yang mempengaruhi pengguna berperakuan tidak beretika di Malaysia, kajian terhadap isu ini adalah penting. Respondan dari Selangor, salah sebuah negeri di Malaysia dipilih sebagai sampel untuk kajian ini. Teknik “purposive sampling” digunakan bagi memilih pengguna berumur di antara 19 ke 35 tahun. Teori “Planned Behavior” diaplikasikan untuk mendedahkan rahsia dibalik perlakuan tersebut. Didapati faktor-faktor yang berpotensi menyebabkan pengguna berperakuan tidak beretika adalah “attitude” atau sikap, “subjective norms” atau pengaruh rakan, keluarga dan media, keadaan sekeliling dan peluang yang ada untuk melakukan perlakuan tersebut dan habit. Disebabkan oleh integrasi and komplikasi model dan penglibatan faktor-faktor secara serentak, SEM digunakan dan teknik “multivariate analysis” diaplikasikan. Model yang telah berubah menunjukkan pengguna Selangor menghasilkan impak terus yang tidak signifikan. Ia juga telah dikenalpasti bahawa faktor-faktor yang disebutkan tadi tidak signifikan terhadap hubungan di antara niat untuk melakukan perbuatan yang tidak beretika. Didapati juga untuk sampel tersebut terdapat “mediating effect” terhadap niat ke atas dua hubungan iaitu niat adalah perantara di antara hubungan “subjective norms” dan perlakuan tersebut dan juga niat adalah perantara di antara hubungan habit dan perlakuan.

ABSTRACT

This study investigates consumers' motivation for behaving unethically and to understand the factors influencing it. As there are less research and reports on factors influencing the unethical consumer behaviors in Malaysia, thus study on this issue is important. Respondents from Selangor, which is from one of the states in Malaysia was 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, perceived behavioral control and habit. Given the complexity of this integrated model and simultaneous involvement of many factors, the SEM is used and a multivariate analysis technique is adopted. It shows that the revised model for Selangor consumers produced no significant direct impact. It is also identified that those factors; attitude, subjective norms, perceived behavioral control and habit are insignificant to the relationship between those factors and the intention to behave unethically. It is found for the sample that there are mediating effects of intention in two relationships; intention mediates the relationship between subjective norms and behavior and intention mediates the relationship between habit and behavior.

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LIST OF ABBREVIATION

ABBREVIATION

- 1) TPB - Theory of Planned Behavior
- 2) CFA - Confirmatory Factor Analysis
- 3) VE - Variance Extracted
- 4) AVE - Average Variance Extracted

CHAPTER 1

INTRODUCTION

1.1 BACKGROUND AND MOTIVATION OF THE STUDY

The issue of consumer ethics is always going to be a never-ending story as such attributes is embedded unconsciously and naturally in our daily lives. Although rationally behaving unethically is generally unacceptable, consumers are less likely to notice and to be aware of their own ethical behaviors. Unethical behaviors such as shoplifting, deshopping, counterfeiting, getting too much change and not saying anything, cutting queues and misrepresent child's age to get discounts are sometimes perceived as something normal, a norm or a habit. Consumers tend to just be ignorant.

Consumer ethics is defined by Muncy and Vitell (1992) as “the moral principles and standards that guide behavior of individuals or groups as they obtain and dispose of goods and services”. They reported that a number of important factors influence ethical judgments. These include whether:

- the buyer or seller is at fault
- the activity is perceived as illegal
- it does direct harm to the seller
- the consumer has a negative attitude to business and

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