

CONSUMPTION VALUES, CONSUMERS ATTITUDE, BRAND PREFERENCE AND INTENTION TO PURCHASE HYBRID CAR AMONG MALAYSIAN CONSUMERS



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**Thesis Submitted to
Othman Yeop Abdullah Graduate School of Business,
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in Fulfillment of the Requirements for the Degree of Doctor of Philosophy**

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ABSTRACT

This study focuses on the determinants of hybrid car purchase intention in the Malaysian automotive industry. This study conceptualizes consumption values as a multi-dimensional construct which consists of five dimensions of values, i.e. functional value, symbolic value, emotional value, novelty value, and conditional value. This study examines the relationships between consumption values, consumers' attitudes toward the hybrid car, brand preference, and intention to purchase the hybrid car. This study also examines the role of attitudes toward the hybrid car as a mediator and brand preference as a moderator of intention to purchase the hybrid car. Including both the mediating and the moderating factors in this study allows a more precise description of the relationships between all the variables mentioned and the outcome of the study. This study involves 306 respondents from the Klang Valley. Out of the 17 hypotheses tested, nine are supported. The analyses reveal positive relationships between functional value, emotional value, and consumers' attitudes toward the hybrid car and the intention to purchase it. Besides, a significantly positive relationship is found among functional value, emotional value and conditional value, and the consumers' attitudes toward the hybrid car. Consumers' attitudes toward the hybrid car mediate the relationship between functional value, emotional value and conditional value and the intention to purchase the hybrid car. On the other hand, brand preference does not moderate the relationship between consumers' attitudes toward the hybrid car and the intention to purchase it. The study also highlights the implications and limitations of the study as well as the suggestions for future research.

Keywords: consumer attitudes, hybrid car, purchase intention, structural equation modeling and theory of consumption values.

ABSTRAK

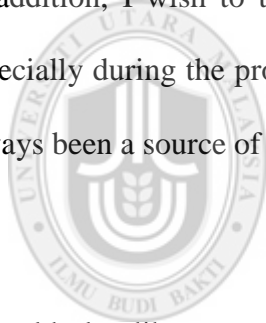
Kajian ini memfokuskan kepada faktor-faktor penentu bagi niat membeli kereta hibrid dalam industri automotif di Malaysia. Kajian ini mengkonseptualisasikan nilai penggunaan sebagai suatu konstruk multidimensi yang terdiri daripada lima dimensi nilai, iaitu nilai fungsian, nilai simbolik, nilai emosi, nilai sesuatu yang baharu, dan nilai bersyarat. Kajian ini mengkaji hubung kait antara nilai penggunaan, sikap pengguna terhadap kereta hibrid, jenama kegemaran, dan niat membeli kereta hibrid. Kajian ini juga mengkaji peranan sikap pengguna terhadap kereta hibrid sebagai faktor perantara dan jenama kegemaran sebagai faktor penyederhana terhadap niat membeli kereta hibrid. Dengan adanya faktor perantara dan faktor penyederhana dalam kajian ini, ia memberikan penerangan yang lebih tepat tentang hubung kait sesama semua pemboleh ubah berkenaan dan hasil daripada kajian tersebut. Kajian ini melibatkan seramai 306 orang responden dari Lembah Klang. Tujuh belas hipotesis telah diuji, dan didapati sembilan daripada hipotesis tersebut adalah disokong. Analisis menunjukkan wujud hubung kait yang positif sesama nilai fungsian, nilai bersyarat, dan sikap pengguna terhadap kereta hibrid dengan niat membeli kereta hibrid. Selain itu, didapati wujud hubung kait yang positif sesama nilai fungsian, nilai emosi, dan nilai bersyarat dengan sikap pengguna terhadap kereta hibrid. Sikap pengguna terhadap kereta hibrid mengantarakan hubung kait sesama nilai fungsian, nilai emosi, dan nilai bersyarat dengan niat membeli kereta hibrid. Sebaliknya, jenama kegemaran tidak menyederhanakan hubungan antara sikap pengguna terhadap kereta hibrid dan niat membeli kereta hibrid. Kajian ini juga mengetengahkan implikasi dan batasan penyelidikan serta cadangan bagi penyelidikan pada masa hadapan.

Kata kunci: sikap pengguna, kereta hibrid, niat membeli, pemodelan persamaan struktural, dan teori nilai penggunaan.

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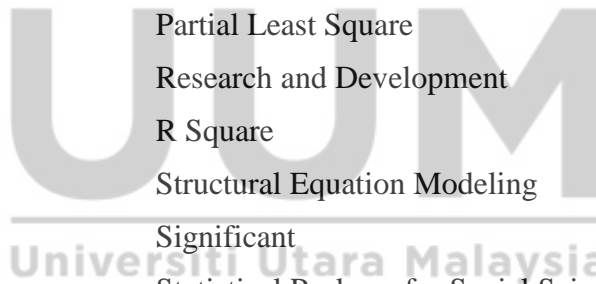
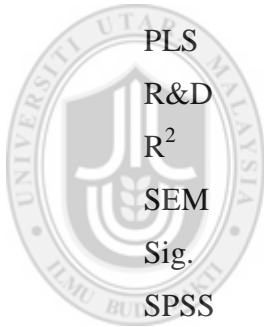
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LIST OF ABBREVIATION

AVE	Average Variance Extracted
BP	Brand Preference
CA	Consumers' Attitudes on Hybrid Car
CFA	Confirmatory Factor Analysis
CR	Composite Reliability
CV	Conditional Value
ECCB	Ecological Conscious Consumer Behavior
EV	Emotional Value
f^2	Effect Size
FV	Functional Value
LL	Lower Limit
MPV	Multi-purpose Vehicle
NV	Novelty Value
PLS	Partial Least Square
R&D	Research and Development
R^2	R Square
SEM	Structural Equation Modeling
Sig.	Significant
SPSS	Statistical Package for Social Sciences
Std.	Standard
SV	Symbolic Value
TAM	Technology Acceptance Model
TPB	Theory of Planned Behavior
TRA	Theory of Reasoned Action
UL	Upper Limit
US	United States
VIF	Variance Inflation Factor
YTD	Year to date



CHAPTER 1

INTRODUCTION

1.1 Chapter Overview

This chapter discusses issues related to green purchase intention in Malaysia. It begins with the background of the study, followed by problem statement, research objectives and research questions, scope of the study and significance of the study. The chapter ends by providing the definition of the terms and the organization of the thesis.

1.2 Background of the Study

Malaysia is one of the earliest countries in the world which is concerned about environmental issues. In 1974, Malaysia has taken a serious consideration regarding the environment by enacting the Environmental Quality Act. Later in 2009, the Malaysian government has established the Ministry of Energy, Green Technology and Water (KeTTHA) by Prime Minister Dato' Sri Mohd Najib bin Tun Abdul Razak. The mission of this Ministry is to innovate and manage resources strategically thereby ensuring availability, accessibility, reliability and affordability of energy and water services and to champion the application of green technology and to promote green economy and green living. As an effort to achieve its mission, the ministry has enacted the National Green Technology Policy. Thereafter, Malaysian government has taken an approach for the sustainability of the environment which is known as AFFIRM. This acronym stands for Awareness, Faculty, Finance, Infrastructure,

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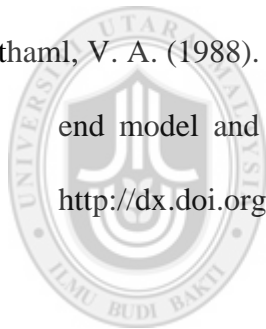
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