# DETERMINANTS OF CONSUMER PURCHASSING BEHAVIOUR TOWARDS WATER FILTER PRODUCTS IN MELAKA

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I/we hereby declared that I/we had read through this thesis and in my/our opinion that this thesis is adequate in terms of scope and quality which fulfill the requirements for the award of Bachelor of Technology Management (High Technology Marketing)

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**A Thesis Submitted In Fullfillment of The Requirements For The Degree of Bachelor Technology Management (High Technology Marketing)**

**Faculty of Technology Management and Technopreneurship**

**UNIVERSITI TEKNIKAL MALAYSIA MELAKA**

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**DECLARATION**

I declared that this thesis entitle "Determinants on Consumer Purchasing Behaviour Towards water filter products in Melaka" is the result of my own research except as citied in the references.

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Date : ………………………………………...

# DEDICATION

I would like to dedicate the appreciation to my beloved family especially my parents En. Zainal bin Yahaya and Pn. Sarimah binti Dali who always provide the support and encouragement to me when I faced the challenges in university life. Next, I would also like to dedicate to both of my supervisor Dr Mohammed Hariri Bin Bakri and Madam Mislina binti Atan and also my panel Madam Ratna Masrom who offered valuable suggestion to me throughout the research, friends and course mates for the assistance during the completing of research.

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Besides, I would like to thank previous researchers that did research paper and uploaded online. The theory and knowledge were useful and fruitful for me to done the research. Moreover, I would like to express my thanks to all the respondents who had spent their precious time to answer the questionnaires . Their contribution enabled me to collect necessary data for this research.

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# ABSTRACT

Nowadays, the understanding about consumer purchasing behaviour is important to companies. This can help marketer and manager in creating marketing strategy and focus on the right target customer. The correct understanding about this can attract more customer to purchase the products especially water filter products. Therefore the aim of the research is to see how the factor of independent variable (attitude, subjective norm, perceived behaviour control and technology) can effect on consumer purchasing behaviour towards water filter products. This study used quantitative methods to identify the effect factor of technology on consumer behaviour influence consumer purchasing towards water filter product. This research also to identify the relationship between independent variable and consumer purchasing behaviour towards water filter products. Next, The researcher also want to know the most significant factor that influence consumer purchasing behaviour towards water filter products. A series of questionnaire will be distributed to respondents to identify their perceptions of the effectiveness the technology in influencing consumer to purchase the products. This questionnaire will be distributed to all residents of Melaka are focus on household and old people. The analysis was conducted using the Statistical Package for Social Sciences (SPSS) with a total of 384 respondents. Data were analysed using Pearson correlation analysis and simple linear regression model. Analysis, this study shows that majority of variables affect consumer behaviour to purchase water filter product, only one variable not significant the variable of attitude. Therefore, the discussion explained that the objective of this research was achieved. Finally, some proposals have been suggestions will include expanding the research area and also conducted a survey of factor of technology on consumer purchasing behaviour for the water filter companies in the future.

# ABSTRAK

Pada masa kini, pemahaman tentang tingkah laku pembelian pengguna adalah penting kepada syarikat. Ini boleh membantu pemasar dan pengurus dalam mencipta strategi pemasaran dan memfokuskan kepada pelanggan sasaran yang tepat. Pemahaman yang betul mengenai hal ini dapat menarik pelanggan lebih banyak untuk mempengaruhi pembeli terutama produk penapis air. Oleh itu, tujuan penyelidikan adalah untuk melihat bagaimana faktor pembolehubah bebas (sikap, norma subjektif, kawalan tingkah laku dan teknologi) boleh memberi kesan kepada tingkah laku pembelian pengguna terhadap produk penapis air. Kajian ini menggunakan kaedah kuantitatif untuk mengenal pasti faktor kesan teknologi pada tingkah laku pengguna yang mempengaruhi pembelian pengguna terhadap produk penapis air. Kajian ini juga untuk mengenal pasti hubungan antara pembolehubah bebas dan tingkah laku pembelian pengguna terhadap produk penapis air. Seterusnya, Penyelidik juga ingin mengetahui faktor paling penting yang mempengaruhi kelakuan pembelian pengguna terhadap produk penapis air. Satu siri soal selidik akan diedarkan kepada responden untuk mengenal pasti persepsi mereka tentang keberkesanan teknologi dalam mempengaruhi pengguna untuk membeli produk. Soal selidik ini diedarkan kepada semua penduduk Melaka yang memberi fokus kepada isi rumah dan pengguna produk tersebut. Analisis ini dijalankan menggunakan Pakej Statistik untuk Sains Sosial (SPSS) dengan seramai 384 responden. Data dianalisis menggunakan analisis korelasi Pearson dan model regresi linier sederhana. Analisis, kajian ini menunjukkan bahawa majoriti pembolehubah mempengaruhi tingkah laku pengguna daln hanya satu pemboleh ubah iaitu pemboleh ubah tingkah laku yang tidak mempengaruhi gelagat pengguna untuk membeli produk penapis air. Oleh itu, perbincangan tersebut menjelaskan bahawa objektif kajian ini telah dicapai. Akhirnya, terdapat beberapa cadangan antaranya ialah memperluaskan kawasan penyelidikan dan juga melakukan kaji selidik khusus mengenai faktor teknologi terhadap tingkah laku pembelian pengguna untuk syarikat penapis air pada masa akan datang.

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| | |
|---|---|
| α | Alpha |
| A | Attitude |
| CB | Consumer Behaviour |
| m | Mean |
| KMO | Kaiser-Meyer-Olkin Measure |
| MRA | Multiple Regression Analysis |
| PB | Perceived Behaviour |
| R | Reliability |
| s.d | Standard Deviation |
| SN | Subjective Norm |
| T | Technology |
| TBP | Theory of Consumer Behaviour Planned |

# CHAPTER 1

# INTRODUCTION

## 1.1 Background of the study

Water could be a basic human need. Everybody on Earth needs a minimum of twenty to fifty litters of unpolluted water, safe water on a daily basis for drinking, cooking, and easily keeping themselves clean. In simplest terms, water makes up about 71% of the Earth's surface, while the other 29% consists of continents and islands (Matt Williams, 2014). Water is clearly essential for hydration and for food production. Water plays a vital role within the world economy and for our daily life. Approximately 884 million people worldwide lack access the clean water sources (WHO/UNICEF, 2017). According to the latest information available from the World Health Organization (WHO, in 2017), 99% of those living in rural Malaysia, and 100% of those in urban Malaysia had access to improved drinking water sources. In 1990, just 82% of those in rural Malaysia had access to improved drinking water sources, whereas 94% of those living in urban areas had access to clean water. From that, we can see the level of Malaysian awareness towards getting a clean water. So, after many years of scientific research, many institutions from the various country come with an innovation called water purifier.

Water filter's or purifier's usage is rapidly increasing in big cities, towns, educational institutions, hospitals, heavy industries and etc. (Nilima Das, 2013). Water filter or purifier is the process of removing undesirable chemicals, biological contaminants, suspended solids and gases from contaminated water (S.S. Phuse, R.S. Shelke, 2018). Technology is also one of the factors that affect consumer purchasing the water filter products. The Technology Acceptance Model constitutes a solid framework for indicate problems that will have an effect on user acceptance of technical solutions. As (Davis and Venkatesh, 2004) have proved, the model can be

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enhanced from the original purpose of learning user acceptance of existing products to study planned product concepts. For example, There are three types of water purifiers marketed are the ultra-violet, reverse osmosis (RO) and resin- based one. Reverse osmosis (RO) based purifiers are the most expensive, while UV-based purifiers are quite less expensive. (Deepak Dhariyal Assistant Professor 2017).

The issues researcher want to highlight is what the factor can influence consumer decision making on purchasing water filter. From that, researcher need to study about customer buying behavior to know the strong reason that can influencing consumer to purchase water filter products. The understanding of customer behavior is a vital to understand more about human needs and choose the right customer target. There are have six stages of consumer buying behavior problem (Dr. A. Ananda Kumar, 2016). Such as, Problem Recognition, Information Search, Evaluation of Alternatives, Purchase Decision Purchase and post purchase Evaluation. To conduct this research, researcher also need to understand the component or variable of consumer buying behavior.

Customer behavior regularly been an area of major interest for social science researchers, witnessing an explosion over the past 50 years (MacInnis & Folkes, 2010). Consumer behavior consists of four factors: cultural, social, personal and psychological. In this study the main focus was limited only to social, personal and psychological factors (Mr. Ville Lehto, 2015). The success of any product mainly depends upon the preference and satisfaction of the consumers. The preference of a product, in turns depends upon many factors such as quality, price offer, brand, taste and etc. Beside of that, researcher also want to understand the level of awareness toward getting clean water for daily life in the area of my study. This study helps in getting the correct and adequate information about the awareness of Malaysian people getting a clean water and the behavior of the consumers using water purifier as the market growth is on an increasing trend today.

**1.2 Problem Statement**

The study was to identify how the technology of water filter can influence consumer behavior. According to Thilagavathi P. (2015), technology should be paired concernedly for the environment and public health in order to affect the need for a quick, in expensive, and energy conserving technique of water filter. Furthermore, the study also to identify the level of awareness Malaysian to access clean water for the drink, cooking and also to use for the daily life. An estimated 1.8 billion drink unsafe water from contaminated sources (Onda al, 2012). Access to clean water could be an important issue within the world nowadays, spanning across multiple dimensions, including environmental policy, industry, technology, and of course, poverty, over 1/3 of the world's renewable water is used for agricultural, industrial or domestic purpose (Ramya S., 2015).

Customer behavior is very important to identify customer needs. The study of customer behavior helps to understand how the buying decision is formed and the way they look for a product. The understanding of customer behavior became a significant tool for every company especially for water filter companies for creating the right marketing strategy and produced the good quality product that can meet with customer needs and wants. The role study of consumer behavior in marketing is to meet consumer needs, prospective customers and also to recognize why consumer buy particular of products. Besides that, researcher also want to know the effect of genders in influence consumer purchasing on water filter. According to Mitchell and Walsh (2004), males and females wish completely different product and that they are probably to own different ways of liking and getting these. Gender has a very important role in consumer behaviors. Because, the differences between male and

female about expectation, want, need, life-style etc. Reflect to their consumption behaviors (Akturan, 2009).

Alternative methods for obtaining safe drinking water are important in order to protect the health of vulnerable populations lacking access to safe water (Kirsten Fagerli, Jacqueline Hurd, 2016). Generally, business nowadays not just to create a good quality product but create a good service as an advantage to manipulate the consumer mindset in making purchasing decision. This research is to demonstrate that the variables of study can influence consumer behavior in making purchasing decision. Moreover, researcher also want identify how the variables in this study can influence consumer perception about technology of water filter. The researcher conduct with this topic because less research about this topic especially in Malaysia.

**1.3 Research Questions**

A research question is the fundamental core of a research project, study, or review of literature. It focuses the study, determines the methodology, and guides all stages of inquiry, analysis, and reporting. According to Strauss and Corbin (1998), research question as the specific query to be addressed by this research, it is to be parameters of the project and it also determined methods will be used in this research. Researcher has identify several research question that is used in this research is :

i.    How the effect of independent variable (attitude, subjective norm, perceived behavior control and technology in influence consumer purchasing behavior on water filter products.

ii.   How the relationship between independent variable and consumer behavior in influence consumer purchasing towards water filter products.

iii.  What the significant factor that influence consumer purchasing towards water filter product.

**1.4 Research Objectives**

The research objectives are summarization of what to be achieved by the research. The research objectives also are a guideline needed in order to investigate and measure variables contained in the research. There are three objectives highlighted in this research.

i.    To identify effect of independent variable (attitude, subjective norm, perceived behavior control and technology in influence consumer purchasing behavior on water filter products.

ii.   To measure the relationship between independent variable and consumer behavior purchasing in influence consumer purchasing on water filter products.

iii.  To identify the most significant factor that influence customer purchase towards water filter products

**1.5 Scope of Research**

The scope of the research is anything that covered in the research. It clearly defined that the content covered by researcher in order to more logical conclusion and satisfy answers for the research questions. The geographical area scope of the study was limited to Melaka district. Basically, the research is to determine the customer behavior factors that can influence of water filter purchase. For this research, researcher need to study about the awareness people to drink clean water and also how the technology and service of water filter companies can satisfied people such as Coway, Cuckoo and others companies. The target respondents would be user of water filter area in Melaka.

**1.6 Limitations of study**

During the research the researcher runs into many obstacles that were: This analysis solely focuses at Melaka and just use several customer behavior in order to understand and to identify the impact of technology of water filter in influence customer purchasing towards water filter product.

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Next is, even the researcher try to study about customer behavior but this research only use several factor in consumer behavior to make sure the marketers able to understand more about consumer behavior.

## 1.7 Hypothesis

To attain the set objective of the study the following null hypothesis has been formed and tested. There are three hypothesis for this research that is:

**Attitude**

$H_0$ : Attitude factor is not significant affected consumer behavior to purchasing water filter.

$H_1$ : Attitude factor is significant affected consumer behavior to purchasing water filter.

**Subjective Norm**

$H_0$ : Subjective norm factor is not significant affected consumer behavior to purchasing water filter.

$H_1$ : Subjective norm factor is significant affected consumer behavior to purchasing water filter

**Perceived Behavior Control**

$H_0$ : Perceived behavior control factor is not significant affected consumer behavior to purchasing water filter .

$H_1$ : Perceived behavior control factor  of consumer behavior is significant affected by purchasing water filter.

**Technology**

$H_0$ : Technology factor is not significant affected consumer behavior to purchasing water filter.

$H_1$ : Technology factor is significant affected consumer behavior to purchasing water filter.