



Consumers' personal values and sales promotion preferences effect on behavioural intention and purchase satisfaction for consumer product

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Abstract

Purpose – The purpose of this paper is to explore the effects of Malaysian consumers' personal values and sales promotion preferences on their overall behavioural intention and purchase satisfaction.

Design/methodology/approach – In total, 1,300 questionnaires were distributed and collected by hand through hired enumerators in 13 different states in Malaysia (Johor, Kedah, Kelantan, Melaka, Negeri Sembilan, Pahang, Perak, Perlis, Pulau Pinang, Sabah, Sarawak, Selangor and Terengganu). This research was carried out for four different type of consumer product (convenience, shopping, speciality/luxury and unsought product). Data were analysed using General Linear Model-Multivariate Analysis of Variance (MANOVA) and General Linear Model-Univariate Analysis of Variance (ANOVA) to test for difference between independent and dependent variables.

Findings – The findings suggest that sales promotion technique preferences will have an impact on consumers' behavioural intention and purchase satisfaction for all the product types studied. On the other hand, there is no significant impact in consumers' purchases satisfaction and behavioural intention by personal value for all the product type studied.

Practical implications – The findings from this research have expanded current knowledge and academic studies done on similar areas of research where this research detail the association of personal value and sales promotion techniques preferences on consumers' purchase satisfaction (attitude) and behavioural intention (behaviour) for different types of consumer products. The research suggests to managers in Malaysia that it is crucial to understand the characteristics of their products when selecting appropriate strategies and sales promotion techniques for better market segmentation and targeting.

Originality/value – This research is the first of its type where only a minimal number of studies have looked into these issues (personal values and sales promotion techniques preferences) from a business perspective.

Keywords Consumer behaviour, Values, Advertising, Customer satisfaction, Personal value, Sales promotion techniques, Preferences, Product type, Purchase satisfaction, Behavioral intention, Malaysia

Paper type Research paper

