



**UNIVERSITI PUTRA MALAYSIA**

***PURCHASING BEHAVIOR OF GROWING-UP MILK POWDER***

**CHAN CHUI YEN**

**GSM 2000 10**

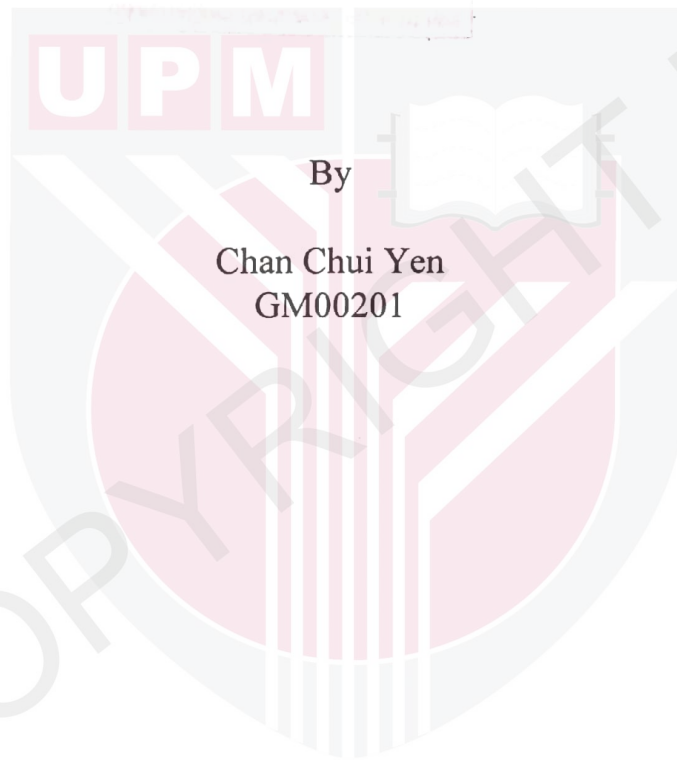
*Dedicated to*  
*My Beloved Family,*  
*Especially Sis.*



**Purchasing Behavior of Growing-Up Milk Powder**

1900118377

Purchasing behavior of growing-up milk powder / Chan Chui Yen.



Masters of Business Administration  
Malaysian Graduate School of Management  
University Putra Malaysia

September 2000

## ACKNOWLEDGEMENT

I would like to express my sincere gratitude to my Supervisor, Prof. Dr. H. H. H. H. H. for his guidance, invaluable advice and assistance during the entire preparation of the dissertation.

I would also like to thank all the academic staff and administrative staff of the Malaysian Graduate School of Management for rendering their undivided support during my two years' course in University Putra Malaysia.

Last but not least, deepest appreciation to my family members and coursemates who have supported me unconditionally to make this a reality.

## ABSTRACT

The milk powder industry has expanded extensively during the last decade and has been constantly being improved. For instance, in the children's milk powder category, age segmentation has been introduced by some milk companies. Thus, an attempt to understand the milk powder purchasing behavior among parents will be beneficial to marketers in order to implement effective marketing strategies.

A total of 128 respondents have participated in the research, out of which 115 of their child consumed milk powder. A majority of the respondents were SPM/STPM holders, living in the Klang Valley.

The research examines the aspects of brand selection, factors affecting the change of milk powder and evaluates the importance of age segmented milk powders among parents. In addition, the role of advertisement in influencing purchasing decision is also being looked into. Nonetheless, for children who do not consume milk powder, an analysis is carried out to determine the causes.

Using the Bivariate Correlation Analysis - Spearman's Rho, brand loyalty among consumers is examined. Results show that there is a high possibility that children aged 3 to 7 will continue using the same brand when the change of milk powder occurs. Another statistical method being employed is the Chi-Square Tests. This method presents the results of the relationship between family income and spending on milk powder. Lastly, it is also used to evaluate if there is a relationship between the age of child and brand loyalty. However, findings suggest that there is no significant relationship between the two in both areas of concern.

# CONTENTS

|                 | <i>Page</i> |
|-----------------|-------------|
| Acknowledgement | i           |
| Abstract        | ii          |
| Contents        | iii         |
| List of Tables  | vi          |
| List of Graphs  | vii         |
| List of Figure  | viii        |

## **CHAPTER 1**

|     |                       |   |
|-----|-----------------------|---|
| 1.0 | Introduction          | 1 |
| 1.1 | Problem Statement     | 3 |
| 1.2 | Research Objectives   | 5 |
| 1.4 | Significance of Study | 6 |
| 1.5 | Limitations of Study  | 7 |

## **CHAPTER 2**

|     |                   |    |
|-----|-------------------|----|
| 2.0 | Literature Review | 8  |
| 2.1 | Consumer Behavior | 8  |
| 2.2 | Concept Learning  | 13 |
| 2.3 | Brand Choice      | 16 |
| 2.4 | Advertising       | 23 |
| 2.5 | Summary           | 27 |

# CONTENTS

## *Page*

### **CHAPTER 3**

|       |                      |    |
|-------|----------------------|----|
| 3.0   | Methodology          | 28 |
| 3.1   | Sampling             | 29 |
| 3.2   | Data Collection      | 29 |
| 3.3   | Research Instrument  | 30 |
| 3.4   | Method of Analysis   | 32 |
| 3.4.1 | Descriptive Analysis | 32 |
| 3.4.2 | Statistical Analysis | 32 |

### **CHAPTER 4**

|       |  |    |
|-------|--|----|
| 4.0   | Findings and Discussion                                      | 34 |
| 4.1   | Sample Profile   | 34 |
| 4.2   | Descriptive Analysis   | 40 |
| 4.2.1 | Factors Affecting Brand Selection                            | 40 |
| 4.2.2 | Sources of Information for Brand Selection                   | 44 |
| 4.2.3 | Reasons for Changing Milk Powder                             | 46 |
| 4.2.4 | Reasons for Not Buying Milk Powder According to Age of Child | 50 |
| 4.2.5 | Children Avoiding Milk Powder                                | 54 |
| 4.3   | Statistical Analysis   | 58 |
| 4.3.1 | Brand Loyalty  | 58 |
| 4.3.2 | The Dependence of Milk Powder Purchasing on Family Income    | 69 |

# CONTENTS

*Page*

## **CHAPTER 5**

|     |                                 |    |
|-----|---------------------------------|----|
| 5.0 | Implications and Conclusion     | 72 |
| 5.1 | Conclusion of Results           | 72 |
| 5.2 | Implications of Study           | 75 |
| 5.3 | Limitations of Study            | 77 |
| 5.4 | Suggestions for Future Research | 78 |
| 5.5 | Conclusion                      | 80 |

## **APPENDICES**

- Bibliography
- Questionnaire



## LIST OF TABLES

| Table  | <i>Page</i> |
|--|-------------|
| 1 Statistics   | 2           |
| 2 Age Positioning of Growing-Up Milks  | 4           |
| 3 Stages of Habit Forming  | 15          |
| 4 Number of Children by Age  | 39          |
| 5 Statistics on Milk Powder Purchasing, Awareness of Age Segmentation and Purchasing According to Age of Child | 51          |
| 6 Types of Milk Consumed by Children   | 55          |
| 7a Spearman's Rho: MBrand_1 vs. MBrand_3   | 59          |
| 7b Spearman's Rho: MBrand_4 vs. MBrand_6   | 59          |
| 8 Examples of Megabrand  | 60          |
| 9a Children Aged Between 3 and 6 vs. Brand Loyalty   | 63          |
| 9b Chi-Square Tests: Children Aged Between 3 and 6 vs. Brand Loyalty   | 63          |
| 10a Children Aged 6 and above vs. Brand Loyalty  | 64          |
| 10b Chi-Square Tests: Children Aged 6 and above vs. Brand Loyalty  | 65          |
| 11 Frequency of Brands (Grouped Under Company Name) Selected for Children Aged Between 3 and 6                 | 67          |
| 12 Frequency of Brands (Grouped Under Company Name) Selected for Children Aged 6 and Above                     | 68          |
| 13a Family Income (per month) vs. Spending   | 70          |
| 13b Chi-Square Tests: Family Income (per month) vs. Spending   | 71          |

## LIST OF GRAPHS

| <b>Graph</b>   | <b>Page</b> |
|--|-------------|
| 1 Education Level  | 36          |
| 2 Family Income  | 36          |
| 3a Change of Milk Powder   | 38          |
| 3b Initiators for Changing Milk Powder   | 38          |
| 4 Number of Children by Age  | 39          |
| 5 Factors Affecting Brand Selection  | 43          |
| 6 Source of Information for Brand Selection  | 45          |
| 7 Reasons for Changing Milk Powder   | 49          |
| 8 Reasons for Not Buying Milk Powder According to Age of Child                                 | 53          |
| 9 Reasons for Avoiding Milk Powder   | 57          |
| 10 Frequency of Brands (Grouped Under Company Name) Selected for Children Aged Between 3 and 6 | 67          |
| 11 Frequency of Brands (Grouped Under Company Name) Selected for Children Aged 6 and Above     | 68          |

## LIST OF FIGURE

**Figure**

***Page***

- 1      Dimensions of Brand Knowledge



# CHAPTER 1

## 1.0 INTRODUCTION

Currently, consumers have increasing interest in food, nutrition and health. This trend is related to their greater awareness and understanding of health care and nutrition, consistent with their improved quality of life and living standards. This is supported by continuous scientific researches carried out to better understand the nutritional needs and consumer needs both in terms of people's age (from childhood to old age) and their lifestyles.

The food industry is expected to be expanding as the population is expected to have positive growths, with an increasing number of population in Malaysia, 22.7 million as of 1999. The number of births per thousand population is recorded as 24.4. Young generation aged between 0 and 9 encompass a significantly high percentage of the total population, which is at an average of 23.4% over the five-year period, as shown in **Table 1** (Yearbook of Statistics Malaysia, 1999).

As the population is growing at an average rate of 2.36% over the past five years (Yearbook of Statistics Malaysia, 1999), the milk powder industry is expected to grow well. During the past decade, considerable attention had been focused on differentiating the milk powders in a bid to increase the market share. Despite the evidence of manufacturers constantly improving the attributes of the milk, this does not seem to be sufficient to capture higher market share.

**Table 1 : Statistics**

|                          | YEAR     |          |          |          |          |
|--------------------------|----------|----------|----------|----------|----------|
|                          | 1995     | 1996     | 1997     | 1998     | 1999     |
| <b>Population ('000)</b> | 20,689.3 | 21,169.0 | 21,665.5 | 22,179.5 | 22,711.9 |
| <b>Growth rate (%)</b>   |          | 2.32     | 2.35     | 2.37     | 2.40     |
| <b>Births ('000)</b>     | 539.3    | 544.2    | 537.1    | 554.6    | 554.2    |
| <b>Birth Rate</b>        | 26.1     | 25.7     | 24.8     | 25.0     | 24.4     |
| <b>Age 0 to 9 ('000)</b> | 5,020.5  | 5,039.6  | 5,067.1  | 5,100.2  | 5,141.9  |
| <b>% of population</b>   | 24.3     | 23.8     | 23.4     | 23.0     | 22.6     |

Source : Yearbook of Statistics Malaysia (1999), Department of Statistics, Malaysia.

The key to a firm's economic success is to develop a sustainable competitive advantage (SCA) (Porter, 1985), and this can be achieved by creating superior value for customers (Slater and Narver, 1992; Narver, Slater, and Tietje, 1998). Thus, some manufacturers embark on the segmentation strategy so as to enhance their market share. As such, milk powders have been modified to suit different age groups, from young to elderly people. One major reason for manufacturers to offer these product variations is the variations in consumer tastes. Product assortment is another way for manufacturers to reach different market segments (Kotler 1991; Stern and El Ansary 1992). Introducing new features and product enhancement is one common method for



differentiating products and services and increasing sales (Nowlis and Simonson, 1996).

Hence, the most prominent category which is under extensive market research in the milk powder industry is the growing-up milk category, that is milk for children above one year of age.

## 1.1 PROBLEM STATEMENT

It was observed that the 1+ (age one to three years) segment milk powders were reaching the maturity stage. This is because almost all companies (13)<sup>10 Co.</sup> which manufacture infant milk powders have ventured into this product segment. However, for other age groups, 3+ and 6+ (age three to six, and age six and above respectively), they are still at the preliminary product development stage, as indicated in Table 2.

Therefore, it is important to study the current behavior among consumers, who are generally mothers, to understand their purchasing behavior and factors influencing mothers in purchasing milk powders for their children. Do mothers' education level and family income level affect their purchasing behavior and brand choice? Does the level of income determine the brand choice and purchasing behavior as well? Furthermore, as limited research has been done in Malaysia, it is important to conduct this research to improve our understanding on the purchasing behavior towards milk powders.

**Table 2 : Age Positioning of Growing-Up Milks**

| NO. | COMPANIES         | GROWING-UP MILKS                             |                   |                        |
|-----|-------------------|--|-------------------|------------------------|
|     |                   | above 1 year                                 | above 3 years     | above 6 years          |
| 1   | Nestle            | Neslac, Nespray Junior                       | Nespray Fortified | Nespray Hi-Cal Hi-Iron |
| 2   | Wyeth             | Progress                                     |                   |                        |
| 3   | Mead Johnson      | Enfagrow                                     |                   |                        |
| 4   | Abbott            | Gain Plus, Grow                              |                   |                        |
| 5   | Dumex             | Dumex 1 Plus                                 | Dumex 3 Plus      | Dumex 6 Plus           |
| 6   | Dutch Lady        | Dutch Baby 123                               | Dutch Baby 456    |                        |
| 7   | Snow              | Snow T                                       |                   |                        |
| 8   | New Zealand Foods | Anlay, Esensel, Ferncare (age 1-4), Fernleaf |                   |                        |
| 9   | Nutricia          | Delilac                                      |                   |                        |
| 10  | F & N             | F & N Tender years (age 1-5)                 |                   |                        |
| 11  | Nuline            | -  |                   |                        |
| 12  | Cold Storage      | -  |                   |                        |
| 13  | Meiji             | -  |                   |                        |

Source : Nestle Market Research Department

## 1.2 RESEARCH OBJECTIVES

Marketing literature suggest that a necessary prerequisite to achieving a competitive advantage and providing superior value for customers is the development of a market orientation (Kohli and Jaworski, 1990; Narver and Slater, 1990; Pitt, Caruna, and Berthon, 1996).

Recent trend indicates that milk powder for children is segmented by age. As mentioned earlier, there are milk powders segmentation for children aged 1 to 3, 3 to 6 (3+) and above 6 (6+) in the competitive market now. Therefore, it is important that marketers have a clear idea on the extent to which consumers (mothers) accept the age categorization concept and factors influencing consumers in selecting a certain brand of milk powder.

Hence, it is essential to look into the objectives below to further understand the market orientation defined by the consumers.

The objectives are :

- 1) to determine the concept acceptance of 3+ and 6+ milk powders among mothers
- 2) to identify factors influencing consumers' purchasing behavior on the 3+ and 6+ categories of milk powders.
- 3) to identify factors influencing brand choice of mothers.



For managers, knowing the answer to the objectives of the study would enable them to derive more effective sales and marketing strategies, and to determine whether in their particular circumstances, increasing sales by adding a new feature is more effective than other available actions.

### **1.3 SIGNIFICANCE OF STUDY**

Overall, it is hoped that this study will benefit the research clientele by providing information and data, which may be pertinent to his needs in formulating marketing strategies to capture higher market share. Consumers are the determinants of the demand of any particular product and subsequently will be the critical measure of business performance. Hence, it is hoped that concrete and effective advertising, pricing and promotion activities can be formulated for future implementation. Consequently, information on consumer's behavior on milk powders with respect to their preferences, buying habits and consumption pattern is therefore necessary.

This type of study has implications to both the manufacturer and the distributor especially in planning for the future promotion strategies and as a guideline to evaluate the effectiveness of the present promotion. Manufacturers will also be aware of the factors influencing the purchasing behavior of milk powder among consumers and can plan better strategies to attract consumers. The consumers in this context are especially focused on mothers with children aged between 3 to 7 years old.

The research project paper is also aimed to provide a rudimentary literature for future researchers, who may contemplate in more detailed dissertations pertaining to consumer behavior for selecting and purchasing milk products for children.

#### **1.4 LIMITATIONS OF STUDY**

Time is the most crucial limiting factor in this study as it is limited to three months' study period. Apart from that, the researcher is working full-time and is unable to monitor the process of data collection by interviewers at all times.

The survey was focused in Klang Valley, with high purchasing power and high population density. The sample size was earlier predetermined at 200 elements. However, only 128 sets of data were successfully obtained due to time factor and the need to only select mothers/parents with children aged between 3 and 7 years old for the interview.

Prior to the interview, the researcher only managed to conduct three simple qualitative researches to ensure that the questionnaire is in a smooth flow and easily understood. Besides, the study required extra manpower to carry out the interviews and to source for suitable respondents. As such, budget is another limiting factor to employ more manpower to conduct the interviews and perhaps in other areas as well.

## BIBLIOGRAPHY

*Advertising Age* (1987). Maxwell House Ads Lose to Promotion, 58, 3.

Allison, R., & Uhl, K. (1964). Influence of Beer Brand Identification on Taste Identification. *Journal of Marketing Research*, 1, 36-39.

Anderson, N. H. (1965). Averaging Versus Adding as a Stimulus Combination Rule in Impression Formation. *J. Exp. Psychol.*, 70, 394-400.

Bartos, R. (1989). *Marketing to Women Around the World*. Boston, Massachusetts.

Bawa, K. (1990). Modeling Inertia and Variety Seeking Tendencies in Brand Choice Behavior. *Marketing Science*, 9, 263-78.

Beatty, S. E., & Talpade, S. (1994). Adolescent Influence in family Decision Making: A Replication with Extension. *Journal of Consumer Research*, 21, 332-41.

Belch, G., Belch, M. A., & Ceresino, G. (1985). Parental and Teenage Child Influences in Family Decision Making. *Journal of Business Research*, 13, 163-76.

Bendixen, M. T. (1993). Advertising Effects and Effectiveness. *European Journal of Marketing*, 27, 19-32.

Bergen, M., Dutta, S., & Shugan, S.M. (1996). Branded Variants: A retail Perspective. *Journal of Marketing Research*, 33, 9-19.

Berlyne, D.E. (1960). *Conflict, Arousal, and Curiosity*. New York: McGraw-Hill.

——— (1963). Motivational Problems Raised by Exploratory and Epistemic Behavior. *Psychology: A study of Science*, Vol. 5, Sigmund Koch, ed. New York: McGraw-Hill, 284-364.

Broniarczyk S. M., and Alba J. W. (1994). The Importance of The Brand in Brand Extension. *Journal of Marketing*, 31, 214-228.

Burke, R. R., and Scrull, T. K. (1998). Competitive Interference and Consumer Memory for Advertising. *Journal of Consumer Research : An Interdisciplinary Quarterly*, 15, 55-68.

Burnkrant, R. E. (1982). Influence of Other People on Consumer Attributions Toward Brand and Person. *Journal of Business Research*, 10, 319-338.

——— , and Cousineau, A. (1975). Informational and Normative Social Influence in Buyer Behavior. *J. Consumer Res.*, 2, 206-215.



Cohen, Joel B., and Golden, Ellen (1972). Informational Social Influence and Product Evaluation. *J. Appl. Psychol.*, 56, 54-59.

Cooper, D. R., & Schindler, P. S. (1998). *Business Research Methods*, 6<sup>th</sup> ed. Singapore: Irwin/McGraw-Hill

Deighton, J. (1984). The Interaction of Advertising and Experience. *Journal of Consumer Research*, 11, 763-70.

———, Henderson, C. M., & Neslin, S. A. (1994). The Effects of Advertising on Brand Switching and Repeat Purchasing. *Journal of Marketing Research*, 31, 28-43.

D'Souza, G., & Rao, R. C. (1995). Can Repeating an Advertisement More Frequently Than the Competition Affect Brand Preference in a Mature Market? *Journal of Marketing*, 59, 32-42.

Fader, P. S., and Schmittlein D. C., (1993). Excess Behavior Loyalty for High Share Brands : Deviations from the Dirichlet Models for Repeat Purchasing. *Journal of Marketing Research*, 30, 478-493.

Faison, E.W.J. (1977). The Neglected Variety Drive: A Useful Concept for Consumer Behavior. *Journal of Consumer Research*, 4, 172-75.

Feinberg, F.M., Kahn, B.E., & McAlister L. (1992). Market Share Response When Consumers Seek Variety. *Journal of Marketing Research*, 29, 227-37.

Fiske, D.W., & Maddi, S.r. (1961). *Functions of Varied Experience*. Homewood, IL: Dorsey Press.

Gipson, K., and Francis, S. K. (1991). The Effect of Country of Origin on Purchase Behavior : An Intercept Study. *Journal of Consumer Studies and Home Economics*, 15, 33-44.

Givon, M. (1984). Variety Seeking Through Brand Switching. *Marketing Science*, 3, 1-22.

Hawkins, S. A., & Hoch, S. J. (1992). Low-Involvement Learning: Memory Without Evaluation. *Journal of Consumer Research*, 19, 212-25.

Hoch, S. J., & Ha, Y. W. (1986). Consumer Learning, Advertising and the Ambiguity of Product Experience. *Journal of Consumer Research*, 13, 221-33.

Holbrook, M. B. (1984). Situation-Specific Ideal Points and Usage of Multiple Dissimilar Brands. *Research in Marketing*, Vol. 7, Jagdish N. Sheth, ed. Greenwich, CT: JAI Press, 93-131.

Howard, John A. (1977). *Consumer Behavior: Application of Theory*. McGraw Hill, New York.

Hoyer, W. D., & Brown, S. P. (1990). Effects of Brand Awareness on Choice for a Common, Repeat-Purchase Product. *Journal of Consumer Research*, 17, 141-48.

———, & Ridgway, N.M. (1984). Variety Seeking as an Explanation for Exploratory Purchase Behavior: A theoretical Model. *Advances in Consumer Research*, Vol.11, Thomas C. Kinnear, ed. Provo, UT: Association for Consumer Research, 114-19.

Hyman, D. (1990). The Hierarchy of Consumer Participation : Knowledge and Proficiency in Telecommunication Decision Making. *Journal of Consumer Affairs*, 24, 1-23.

Jacoby, J., & Chestnut, R.W. (1978). *Brand Loyalty: Measurement and Management*. New York: John Wiley & Sons.

———, Speller, D. E., & Kohn-Berning, C. A. (1974). Brand Choice Behavior as a Function of Information Load: Replication and Extension. *J. Consum. Res.*, 1, 33-42.

Kaas, K. P. (1982). Consumer Habit Forming, Information Acquisition, and Buying Behavior. *Journal of Business Research*, 10, 3-15.

———, & Dieterich, M. (1979). Die Entstehung von Kaufgewohnheiten bei Konsumgütern. *Marketing*, 1, 13-22.

Kahn, B.E., Kalwani, M. U., & Morisson, D.G., (1986). Measuring Variety-Seeking and Reinforcement Behaviors Using Panel Data. *Journal of Marketing Research*, 23, 89-100.

———, & Louie, T. A. (1990). The Effects of Retraction of Price Promotions on Brand Choice Behavior for Variety-Seeking and Last-Purchase Loyal Customers. *Journal of Marketing Research*, 27, 279-89.

Katona, G. (1960). *The Powerful Consumer*. McGraw-Hill, New York.

Keller, K. L. (1987). Memory Factors in Advertising: The Effect of Advertising Retrieval Cues on Brand Evaluation. *Journal of Consumer Research*, 14, 316-33.

———, (1993). Conceptualizing, Measuring and Managing Customer-Based Brand Equity. *Journal of Marketing*, 37, 1-22.

Kim, C., & Lee, H. (1997). Development of Family Triadic Measures for Children's Purchase Influence. *Journal of Marketing Research*, 34, 307-21.

Kohli, A., & Jaworski, B. J. (1990). Market Orientation: The Construct, Research Propositions, and Managerial Implications. *Journal of Marketing*, 54, 1-18.

Kotler, P., (1984). *Marketing Management : Analysis, Planning and Control*. New Jersey: Prentice Hall Inc.

Leeming, E. J., and Tripp, C. F. (1994). *Segmenting The Women's Market*. Probus Publishing Company : Chicago.

Leuba, C. (1955). Toward Some Integration of Learning Theories: The Concept of Optimal Stimulation. *Psychological Reports*, 1, 27-33.

Loudon, D. L., and Bitta, A. J. D. (1993). *Consumer Behavior : Concepts and Application*. New York : Mac Millan Publishing Company.

Mazursky, D., LaBarbera, P., & Aiello, A. (1987). When Consumers Switch Brands. *Psychology and Marketing*, 4 (1), 17-30.

McAlister, L., & Pessemier, E.A. (1982). Variety Seeking Behavior: An Interdisciplinary Review. *Journal of Consumer Research*, 9, 311-22.

McReynolds, P. (1971). The Nature and Assessment of Intrinsic Motivation. *Advances in Psycjological Assessment*, Vol.2, Paul McReynolds, ed. Palo Alto, CA: Science and Behavior Books, 157-77.

Mela, C. F., Gupta, S., and Lehman, R. (1997). The Long Term Impact of Promotions and Advertising on Consumer Brand Choice. *Journal of Marketing Research*, 34, 248-261.

Moschis, G. P. (1987). *Consumer Socialization: A Life-Cycle Perspective*, Lexington, MA: D. C. Health and Company.

\_\_\_\_\_, Moore, R. L., & Stephens, L. F. (1977). Purchasing Patterns of Adolescent Consumers. *Journal of Retailing*, 53, 17-26.

Narayana, Chem L., and Markin, Rom J. (1975). Consumer Behavior and Product Performance: An Alternative Conceptualization. *J. Marketing*, 39, 1-6.

Narver, J.C., & Slater, S. F. (1990). The Effect of a Market Orientation on Business Profitability. *Journal of Marketing*, 54, 20-35.

\_\_\_\_\_, \_\_\_\_\_, & Tietje, B. (1998). Creating a Market Orientation. *Journal of Market Focused Management*, 2, 241-255.



Nedungadi, P. (1990). Recall and Consumer Consideration Sets: Influencing Choice Without Altering Brand Evaluations. *Journal of Consumer Research*, 17 (3), 263-76.

Nowlis, S. M., & Simonson, I. (1996). The Effect of New Product Features on Brand Choice. *Journal of Marketing Research*, 33, 36-46.

———, & ——— (1997). Attribute-Task Compatibility as a Determinant of Consumer Preference Reversals. *Journal of Marketing Research*, 34, 205-218.

Park, C. W. (1976). The Effect of Individual and Situation-Related Factors on Consumer Selection of Judgment Models. *J. Marketing Res.*, 13, 144-151.

Patton, W. E. (1984). Brand Choice and Varying Quantity of Information. *Journal of Business Research*, 12, 75-85.

Patton, W. E. (1980). *Effects of Varying Information Quantity on Consumer Brand Choice Decisions*. SEAIDS Proc., 344-346.

Peter, P., and Olson, J. C. (1990). *Consumer Behavior and Marketing Strategy*. (2<sup>nd</sup> ed). Boston : Richard D. Irwin, Inc.

Pincus, Steven, and Waters, L. K. (1977). Informational Social Influence and Product Quality Judgments. *J. Applied. Psychol.*, 62, 615-619.

Pitt, L., Caruana, A., & Berthon, P. (1996). Market Orientation and Business Performance: Some European Evidence. *International Marketing Review*, 13, 5-18.

Porter, M. (1985). *Competitive Advantage: Creating and Sustaining Superior Performance*, Free Press, New York.

Raju, P. S. (1984). Exploratory Brand Switching: An Empirical Examination of Its Determinants. *Journal of Economic Psychology*, 5, 201-21.

———, and Reilly, M. D. (1977). Product Familiarity and Information Processing Strategies: An Explanatory Investigation. *Working Series in Marketing Research*, No. 57., The Pennsylvania State University.

Riskey, D. R. (1997). How Television Advertisement Works : An Industry Response. *Journal of Marketing*, 34, 292-293.

Rogers, R. D. (1979). Commentary on The Neglected Variety Drive. *Journal of Consumer Research*, 6, 88-91.

Schiffman, L. G., and Kanuk, L. L. (1994). *Consumer Behavior* (5<sup>th</sup> d.). Englewood Cliffs: Prentice-Hall.

Schmalensee, R. (1978). Entry Deterrence in The Ready-to-Eat Breakfast Cereal Industry. *Bell Journal*, 9 (2), 305-27.

——— (1991). *Marketing Management*, 7<sup>th</sup> ed. Englewood Cliffs, NJ: Prentice Hall.

Selnes, F. (1993). An Examination of the Effect of Product Performance on Brand Reputation, Satisfaction, and Loyalty. *European Journal of Marketing*, 27(9), 19-35.

Sheth, J. N., & Raju, P. S. (1973, 1974). Sequential and Cyclical Nature of Information Processing Models in Repetitive Choice Behavior, *Advances in Consumer Research*, Vol. 1, Ward, S., & Wright, P., eds. Urbana, IL: Association for Consumer Research, 348-58.

Slater, S. F., & Narver, J. C. (1992). *Superior Customer Value and Business Performance: The Strong Evidence for a Market Driven Culture*. Working Paper, Report No. 92-125. Marketing Science Institute: Cambridge, MA.

Smith, R. E., & Swinyard, W. R. (1982). Information Response Models: An Integrated Approach. *Journal of Marketing*, 46, 81-93.

Steenkamp, J.E.M., & Baumgartner, H. (1992). The Role of Optimum Stimulation Level in Exploratory Consumer Behavior. *Journal of Consumer Research*, 19, 434-48.

———, ———, & Van der Wulp, E. (1996). The Relationships Among Arousal and Stimulus Evaluation, and the Moderating Role of Need for Stimulation. *International Journal of Research in Marketing*, 13, forthcoming.

Stern, L. W. and Adel I. El-Ansary (1992). *Marketing Channels*. Englewood Cliffs, NJ: Prentice-Hall.

Streufert, S., Cafferty, T., and Cherry, F. (1973). Information Load, Group Organization, and Communications Frequency. *Psychonom. Sci*, 27, 348-350.

Tversky, A., Sattath, S., & Slovic, P. (1988). Contingent Weighting in Judgement and Choice. *Psychological Review*, 95 (3), 371-84.

Urban, G. L., & Hauser, J. R. (1993). *Design and Marketing of New Products*, 2<sup>nd</sup> ed. Englewood Cliffs, NJ: Prentice Hall.

Van Trijp, H. C. M. (1995). Variety Seeking in Product Choice Behavior: Theory with Applications in the Food Domain. *Marshall Series*, Vol 1. Wageningen, The Netherlands: Wageningen University.



Van Trijp, H. C. M., & Hoyer, W. D. (1991). Anew Model for Variants in Consumer Behavior. *Marketing Around the World: Preceedings of the 20<sup>th</sup> European Marketing Academy Conference Vol. 3*, Bradley, F., ed. Dublin: University College, 532-48.

———, Hoyer, W. D., & Inman, J. J. (1996). Why Switch? Product Category-Level Explanations for True Variety-Seeking Behavior. *Journal of Marketing Research*, 33, 281-292.

Venkatesan, M. (1973). Cognitive Consistency and Novelty Seeking. *Consumer Behavior: Theoretical Sources*, Ward, S., & Robertson, T. S., eds. Englewood Cliffs, NJ: Prentice Hall, 355-84.

Wahlers, R. G., & Etzel, M. J. (1985). Vacation Preference as a Manifestation of Optimal Stimulation and Lifestyle Experience. *Journal of Leisure Research*, 17 (4), 283-95.

Wernerfelt, B. (1991). Brand Loyalty and Market Equilibrium. *Marketing Science*, 10 (3), 229-45.

——— (1996). Efficient Marketing Communication: Helping the Customer Learn. *Journal of Marketing Research*, 33, 239-246.

Yearbook of Statistics Malaysia (1999). Department of tatistics, Malaysia.

Zuckerman, M. (1979). Sensation Seeking: Beyond the Optimal Level of Arousal. Hillsdale, NJ: Lawrence Erlbaur Associatiates.