Preface

Consumer behaviour is becoming increasingly complex in the current emerging markets, a broader understanding of the psychology of consumer behaviour and characteristics is vital for effective customer engagement in order to anticipate unexpected changes in the global economy. Providing relevant and current research, this handbook, entitled Handbook of Research on Leveraging Consumer Psychology for Effective Customer Engagement, is designed to become a compendium of research materials that will constitute an essential reference source, building on the extant literature in the field of consumer psychology and behaviour for effective customer engagement including consumer beliefs, feelings, attitudes, and intentions around the globe. Consumer behaviour refers to how individuals make decisions to spend their available resources (time, money, and effort) on consumption-related items (Schiffman et al., 2010), particularly how they select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires (Solomon et al., 2012) which are influenced by aspects such as beliefs, feelings, attitudes, and intentions.

Attitude is defined as “the degree to which a person has a favourable or an unfavourable evaluation of the behaviour in question” (Ajzen, 1991, p. 188). This encompasses a person’s behavioural intentions, either positive or negative, after conducting assessments in the form of affective (e.g., pleasant/unpleasant), and instrumental (e.g., easy/difficult) (Baker and White, 2010). Behavioural intention is related to people’s willingness to try to perform a behaviour (Azjen, 1991), and was found to be the most prominent predictor of behaviour in the Theory of Planned Behaviour (TPB) model. Kim and Han (2010) asserted that intention is related to one’s relative strength of purpose in order to perform certain behaviour. According to Chau and Hu (2002), behavioural intention has been shown to include an individual carrying out a cognizant act to accept (or use) a technology.

In this research handbook, the theoretical, practical and methodological elements are also presented towards advancing understanding on the aforementioned subject matter. The research handbook will appeal to a broad audience of potential readers. Specifically, the primary target audience for this research handbook includes academicians, research scholars and professionals, industry practitioners and policymakers who need both the theoretical and practical elements in understanding the subject matter pertaining to consumer behaviour, psychology, and marketing perspectives in addressing the globalization challenge. However, anyone who has an interest in consumer beliefs, feelings, attitudes and intentions besides marketing related issues might benefit from it. The research handbook would also be suitable for use as a teaching aid and suited for class discussions in a variety of courses in different disciplines both at undergraduate and postgraduate level around the globe.

The book is organized into 20 chapters. A brief description of each of the chapters as follows.
Preface

Chapter 1

In promoting tourism, businesses in entertainment industry should provide e-commerce to their potential customers. Amongst the businesses in entertainment that are engaged in e-commerce include Sunway Lagoon, Golden Screen Cinemas (GSC), Escape-Room and KidZania. Hence, this chapter presents an evaluation of online marketing strategies and tools used by airlines industries like Malaysia Airlines System (MAS), Firefly, AirAsia, and Malindo Air, besides entertainment industries such as Sunway Lagoon, Golden Screen Cinemas (GSC), Escape-Room and KidZania. This research noted that websites need to be more interactive, enable customers to interact and socialize among each other through membership management and additional value-added information. Website with graphics and hyperlinks are not persuasive enough, website should improve with additional suggestions or ‘show more’ features to invite customer perform additional clicks and explore to the website. Most of the website offers membership to its customer. This, this membership function should be fully utilized.

Chapter 2

This chapter presents the overview of consumer attitude; the aspects of consumer attitude, trust propensity, purchasing behavior, and consumer confidence; the perspectives of consumer attitude, social media, and online brand community; the facets of consumer attitude and technology adoption; the emerging trends of consumer attitude and corporate social responsibility (CSR); the concept of sustainable consumption; the characteristics of sustainable fashion consumption and sustainable apparel consumption; sustainable energy consumption; sustainable food consumption; the importance of sustainable consumption, sustainability, and sustainable development. Mastering consumer attitude and sustainable consumption is essential for modern organizations that seek to serve suppliers and customers, increase business performance, strengthen competitiveness, and achieve continuous success in the digital age. The chapter argues that mastering consumer attitude and sustainable consumption has the potential to enhance organizational performance and reach strategic goals in the digital age.

Chapter 3

The purpose of this research is to investigate the main factor that influences the usage of internet banking in Malaysia. This study applies the concept of Unified Theory of Acceptance and Use of Technology (UTAUT) in internet banking context. This research implements hierarchical regression for data analysis. Data was collected from 210 students of public higher learning institution in Federal Territory of Labuan, Malaysia via convenience sampling technique. The result of this study give impacts towards the future research in technology acceptance. The empirical results will be useful for financial institution or bank in order to improve the internet banking system that they currently used. All the bank company should be alert in customer satisfaction for their system and not just focus for the profit. The framework will be useful for bank to improve their system to more systematic and efficient.
Chapter 4

This research investigates students’ acceptance of YouTube for procedural learning. Multiple regression was used to analyze the data based on a sample of 240 respondents who pursuing studies in a public higher learning institution in Federal Territory of Labuan, Malaysia. Results revealed that there is connection between content richness, task-technology fit, YouTube self-efficacy and vividness and behavioral intention to use YouTube. Results may enhance the intentions of users on browsing YouTube for more procedural learning. YouTube can enlarge the functions as a mass-oriented means for procedural learning to increase the perceived usefulness of YouTube and improve the users’ behavioral intention to browse YouTube. The role of this study is important to dedicate the YouTube users for the procedural learning in their education tasks. This study is to integrate the TAM with perceived ease of use and perceived usefulness to have an effect on the activity intention of users.

Chapter 5

The aim of this research is to examine the acceptance and use of interactive whiteboards among universities students. The research implements a hierarchical regression for statistics analysis over sample of research consists of 204 respondents, who have participated voluntarily for research purposes. The results show that performance expectancy, effort expectancy, and social influence positively effecting the behavioral intention. However, facilitating condition has negative impact on the acceptance of interactive whiteboard. University management and lecturers may gain further understanding and knowledge about the interactive whiteboard towards students. The results also provide insights for university management in improving the knowledge of students by giving more guidance, learning process and more practice of the usage during classes and presentations to improve the students understanding and make them learn more so it will benefit them in their future. The proposed framework could be the basis for the upcoming research investigating the acceptance and usage of interactive whiteboard by students in universities.

Chapter 6

This paper aims to examine the students’ acceptance on using self-archive in open access repositories guiding by the unified theory of acceptance and use of technology (UTAUT) model. This paper utilized convenience sampling method, with a total of 204 sets of self-administered questionnaire collected among the students of public higher learning institution in Federal Territory of Labuan, Malaysia. Multiple regressions were performed to examine the relationships between performance expectancy, effort expectancy, social influence, and facilitating conditions towards the intention to use self-archive in institutional repository. The findings revealed that the students behavioural attention on the acceptance of using self-archive in repository were positively influence by social influence and facilitating condition. Other factors, such as performance expectancy and effort expectancy was found insignificant to influence the students’ intention to access institutional repository. The outcome from this study may be used to improve student effectiveness and involvement in using the repository. As the authors’ self-archived their works more actively in the repository, students may have more accessible resources online, and hence, more knowledge sharing to be held. The repository administrators shall increase the efforts to enhance the quality of the repository as well as encouraging students’ interest to use the service.
Chapter 7

This study aims to examine users’ acceptance of library self-issue and return system by integrating Theory of Planned Behaviour (TPB)/Technology acceptance model (TAM) as the guiding principle. The research used a multiple regression for data analysis across a sample of 238 students. Their participation was purely voluntary. Empirical analysis confirmed that student’s intention to use the library self-service by behavioural intentions and perceived usefulness. However, the subjective norm was found to be not significantly related to library self-issues and return system. This empirical results may benefit to the students and the librarians involved in self-issue and return system in library. The librarian could avoid a long queue of students in the library. For the students, they will be able to save time on borrowing or retuning the materials. This research offer a new findings compare to the previous study, where this research focus on undergraduate students in Malaysia. Next, the proposed framework could be used as a foundation for future research investigating students who had not applied the library self-service respond.

Chapter 8

The aim of this study is to investigate how interactivity with e-learning influence learners’ consideration to use based on Malaysian settings and the effect relating to the learners’ experiences in using e-learning over a period of time. This study uses a multiple regression for data analysis across a sample of 204 respondents. Based on the analysis, the interactivity factor such as two-way communication has significantly affected among perceived usefulness (PU), perceived ease of use (PEOU) and perceived enjoyment (PE) while controllability and personalization affect towards PU and responsiveness on PEOU. Moreover, PE has directly affect the usage intention of e-learning system over time with increased usage experiences. The results could assist schools or universities enhancing the contents of e-learning system in order to encourage learners to strongly engage in utilizing the education materials that is provided, as well as improving the interactivity factors on the system.

Chapter 9

The aim of this study is to determine the factors affecting the usage of guest empowerment technologies (GET) in hotels among hotel visitors in Labuan, Malaysia. The research used multiple regression for data analysis across a sample of 225 respondents who stayed in hotel at least once in a year. Their participation was voluntarily. Results confirmed that the core factor affecting users’ intention to use of GET is perceived usefulness. Meanwhile, all variables are proven to be significant to each other and perceived usefulness had the strongest influencing on the users’ intention to use of GET. The findings provides additional information to the hotels for further understanding their consumers’ characteristics in hotels.

Chapter 10

The aims of this study is to inspect the factors affecting students’ acceptance of SMART2 Learning Management System. This study applied a multiple regression for data analysis covering a sample of 218 respondents. Results revealed that the proposed hypothesis via multiple regressions validated that the acceptance and usage of SMART2 UMS was effected positively by the use behaviour. Research outcomes may benefit the learning management system market involving SMART2 UMS in developing
constructive strategies to evaluate the usage behaviour of students in UMSLIC in using the SMART2 UMS learning management system and assess the acceptance level of students of SMART2 UMS towards the use behaviour. The consequences of this research study offer a new towards the front movement to the discoveries of advanced studies on acceptance and use behaviour, which is not revealed much in the literature in the state of affairs of UMSLIC by providing extra details in tapering the research space with considerations to comprehend the acceptance and usage of the SMART2 UMS. Next, the suggested framework could be the foundation for more advanced research examining the acceptance and usage of SMART2 UMS, within the state of affairs of UMSLIC.

Chapter 11

This research examine the factors affecting students’ intention to use web-based learning system by assessing the Technology Acceptance Model (TAM). Sample was targeted to a public higher learning institution in Federal Territory of Labuan Malaysia, which implemented convenience sampling technique. A total of 204 questionnaire sets were collected and multiple regressions analysis was used in the research to analyze the variables relationships in the theoretical framework proposed. Empirical research confirmed that students’ use of web-based learning was positively influenced by attitude towards use, perceived usefulness, perceived ease of use, social influence, facilitating condition, and anxiety. Results may benefits the education and teaching industry in building web-based learning system effectively. The education and teaching industry should increase the quality their own web-based learning system referred to the results based on the variables in order to increase the user to their web-based learning system besides maximizing profit. In the Malaysian context, this research provide new insights by providing additional information in narrowing the research gap with regard to understanding behavioural intention to use the system. Next, the proposed framework could be the basis for further research investigating behavioural intention to use the system within Malaysian context.

Chapter 12

The aim of this research is to examine factors influencing consumer acceptance of Internet of Things Technology (IoT) guiding by the technology acceptance model (TAM). This quantitative research involves 204 respondents approached via convenience sampling at a public higher learning institution. Data was analyzed using multiple regression and results revealed that the dimension of perceived usefulness is the most influencing factor on the consumers’ acceptance of IoT technology and consumers’ behavioural intention to use. In the Malaysian context, this research provide additional information in narrowing the research gap with regard to understanding behavioural intention to use the IoT technology. Next, the framework will be used for future exploration to address the issue of people who have never utilized an IoT innovation react.

Chapter 13

This study examines how the users’ perception of QR code affects their attitude towards QR code, particularly in the context of Malaysian local university students. Next, the study examines the relationship between their attitude towards QR code and their intention to use the QR code. This study analyzed the data obtained from a sample of 240 respondents, who are undertaking the degree programs
in Universiti Malaysia Sabah, Labuan International Campus using the convenience sampling method. Empirical analysis via multiple regression analysis affirmed that perceived information quality (PIQ) influences perceived usefulness (PU) and perceived system quality (PSQ) influences perceived ease of use (PEoU). Additionally, both perceived usefulness (PU) and perceived ease of use (PEoU) influences the attitude of users, which leads to the influence of attitude towards the user’s intention to use to QR code. The functionality of QR codes can be utilized by business entities to serve for their company and create revenue. However, the companies must modify the content of the QR code application according to the minimum requirements and perception of the users. The results of this study can also affect newly established companies which aims to promote their companies in a low cost. The results of this research offer an essential guidelines for companies to tailor the information of their campaigns to the users’ preferences. Next, future researches can utilize the proposed theoretical framework to exploit the potentials of QR code in the marketing field, particularly in the Malaysian context.

Chapter 14

The purpose of this study is to identify the determinants to use the mobile phone to make purchases. The study involved a total of 210 respondents approached in a public higher learning institution in Federal Territory of Labuan, Malaysia. This study applies convenience sampling technique to ensure researcher to monitor the participation of the sample. They were chosen to identify the intention to use smartphones for mobile shopping among young adults. The concept of using smartphones for mobile shopping was explained to the respondents to ensure full understanding in order to obtain best result. Multiple regression analysis asserted that perceived usefulness (PU), perceived enjoyment (PE), perceived ease of use (PEOU), and satisfaction (SAT) influence the intention to use (INT). The results could help online retailers in improving their marketing platform and to understand more of their customers’ needs and wants.

Chapter 15

This research aims to examine consumer perception towards Internet health information resources. Data was collected among 205 respondents by using convenience sampling and was analyzed using descriptive statistics. Descriptively, there was more females’ respondent than males’ respondent in this survey where all of them are recently undertaking degree courses. The result shows perceived ease of use and perceived usefulness was the main factor that motivates students in using internet health information resources.

Chapter 16

This study aims to examine the linkages between students’ multi-dimensional experiential motives and intention to use online games. The study uses convenience sampling technique for sample selection of 210 respondents. Their participation was purely voluntary. Social affiliation was found as the most influential factor in the objective to play online games among students. However, enjoyment insignificantly related with the purpose to play an online games. This research contributes significantly to the online gaming industry, and marketers in boosting their profit within undergraduate by know which aspect they look into when having an intention on online gaming. The proposed framework can be the basis for further research to investigate again the intention to play online games.
Chapter 17

The purpose of this research is to examine students’ information-seeking intention regarding academic digital library services guiding by the Theory of Reasoned Action (TRA) and Theory of Planned Behaviour (TPB). Data was collected among students in a public higher learning institution in Federal Territory of Labuan Malaysia. The empirical result of the hierarchical regression had confirmed that students’ intention to seek for information in digital library was influenced mainly by their attitude, implying that, in predicting the information-seeking intention in an academic digital library with TPB was much better than TRA. The findings of the research provides broader insights for the academic digital libraries to be more aware of the important factors that influence library users in seeking for information and fulfil their requirement. A new motion can be developed by using the result of this research, which improve the knowledge from previous studies via the assessment from TPB.

Chapter 18

The purpose of this research is to study the relationship among digital game-based learning (DGBL) features on students’ perceived motivational support and cognitive investment. The research used a multiple regression for data analysis across a sample of 200 students in to a public higher learning institution in Federal Territory of Labuan Malaysia. Their participation was purely voluntary. Empirical analysis via multiple regressions confirmed that students’ perceived motivational support and cognitive investment was influenced positively by digital game-based learning (DGBL) features. The results may be used to inform higher education institutes students’ on how to design DGBL for the college students. How the DGBL works on college students’ perceived motivational support and cognitive investment. The results of this study offers a new forward motion to the findings of prior studies on develop a consolidated design model to consider all identified empirical relationships in order to support efficient DGBL in higher education.

Chapter 19

This research aims to examine the acceptability of SMP and to distinguish the adjustments which must be acquired to the system to make it worthy to users which in this case is the students. The research used a hierarchical regression for the data analysis between 220 students. Their participant is not being forced and purely voluntary. Empirical analysis via hierarchical regression confirmed that prescriptive-ness, lifecycle, ease of use, usefulness and behavioural intention to adopt SMP. These empirical results give benefit for the Department of Academic Service (BPA). The department can formulate effective strategies to fulfil the demand of the student and making improvement of the system. The result of this study offer the current study towards the staff of the Department of Academic Services (BPA) that is achieved from this research is that it could help the BPA to improve and design the SMP system software.

Chapter 20

Malaysia has a multiple number of traditional medical systems that represent of several ethnic variety of its community. These can be cluster into four main group namely, traditional “native”, traditional Indian, traditional Chinese, and modern medicine. This study was conducted to identify the moderating effects
of races on the relationships between safeness, efficacy, trust, holistic view and health awareness, and feeling of TCM usage. About 288 self-administered questionnaire data analysis was carried out using Structural Equation Modeling Approach to the public in Labuan and Sabah, East Malaysia. The moderating effect of races on the relationships between predictor variables such as safeness, efficacy, trust, holistic view and health awareness and criterion variable (i.e. feeling) was evaluated. The study showed that holistic balance view of TCM not significantly influences the TCM usage. Thus, the results of this study are importance to the practical industry application and future research.

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REFERENCES


