

STUDENT WORKBOOK CONSUMER BEHAVIOUR



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STUDENT WORKBOOK

CONSUMER BEHAVIOUR



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My gratitude goes to my Head of Department,
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and my mentor, Puan Haniza binti Baharom for her invaluable advice and guidance. A special note of thanks also goes to my colleague, Team Diploma Pemasaran for their support and motivation.

I would like to give special thanks to my beloved mother, Puan Hjh Saudah binti Md. Pahrolrazi and my family as a whole for their prayers, motivation, and inspiration in completing this workbook.

I hope that this workbook will be a good learning aid, especially for students who take consumer behaviour course.

Lots of love,
Wida Ahmad



PREFACE

Student Workbook Consumer Behaviour has been written by the author as the foundation and guidance to Diploma in Marketing students.

This workbook has been written to make the learning process engaging with compelling topics.

This workbook aims to provide student with a systematic revision after completed the topic. I tried my best to meet the needs of the students by providing a workbook to help student to understand clearly each topic. This workbook is written according to content of curriculum and syllabus of Politeknik Malaysia.

With this workbook, I hope that student can use workbook as a supportive material as my aim when written this workbook.

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QUICK FACT TOPIC 1

INTRODUCTION TO CONSUMER BEHAVIOUR

1 CONSUMER BEHAVIOUR

Consumer behaviour is the study of consumers' choices during searching, evaluating, purchasing, and using products and services that they believe would satisfy their needs.



2 FACTORS INFLUENCE THE GROWTH OF CONSUMER BEHAVIOUR

- Short period of product life cycle
- Environmental protection
- Consumer protection
- Public policies
- The growth of international marketing
- The growth of non-profit marketing development
- The growth of computer techniques and statistics

3 CONSUMER BEHAVIOUR APPLICATION

Market Segmentation

Market segmentation can be defined as the process of dividing a market into distinct subset of consumers with common needs or characteristics and selecting one or more segments to target with a distinct marketing mix.

Marketing Plan

A marketing plan is a written document that describes and guides an organization's or a product's marketing strategies, techniques, and programmes - for selling their products and services over a set period of time, usually a year.

De' Marketing

The De' marketing is defined as a strategy for reducing demand by discouraging the consumption or usage of things that are harmful to one's health.



TOPIC 1

INTRODUCTION OF CONSUMER BEHAVIOUR

1.1 UNDERSTAND CONSUMER BEHAVIOUR

Write down the definition of Consumer Behaviour by using the picture below.



Define **FOUR (4)** interdisciplinary study of consumer behaviour.



1.2 FACTORS INFLUENCE THE GROWTH OF CONSUMER BEHAVIOUR

Write down the factors that influence the growth of consumer behaviour.

A horizontal green arrow-shaped box pointing to the left, intended for writing a factor.A horizontal teal arrow-shaped box pointing to the left, intended for writing a factor.A horizontal red arrow-shaped box pointing to the left, intended for writing a factor.A horizontal pink arrow-shaped box pointing to the left, intended for writing a factor.A horizontal yellow arrow-shaped box pointing to the left, intended for writing a factor.A horizontal light pink arrow-shaped box pointing to the left, intended for writing a factor.A horizontal light blue arrow-shaped box pointing to the left, intended for writing a factor.

1.3 CONSUMER BEHAVIOUR APPLICATION

Determine consumer behaviour application in:



a. Market segmentation is _____

FOUR bases for segmentation:



FOUR bases for segmentation:



b. Marketing plan is _____



c. De-marketing is _____



STRUCTURE QUESTION

State **FIVE (5)** environmental protection that can influenced the growth of consumer behaviour. (5 marks)

QUICK FACT TOPIC 2

CONSUMER DECISION MAKING PROCESS

STAGES IN ADOPTION PROCESS

Awareness (introduction stage)

Consumer is being exposed to the product innovation for the first time. Consumer is first exposed to the product innovation through word of mouth or mass media. Consumer finds out about the existence of a product but has little information and no well- formed attitudes about it.

Interest (information-gathering stage)

Consumer is interested in the product and start searches for additional information about the new product.

Evaluation (consideration stage)

The consumer has gathered enough information to determine if he wants to try this product or not. During the evaluation process, the consumer decides if the benefits are worth the cost.

Trial (sampling stage)

A consumer who gets to this stage of the adoption process has decided that the new product might suit his or her needs and makes the effort to try the product. The consumer tests or tries the product to determine its utility.

Adoption / Rejection (buy or not buy stage)

At this stage of the adoption process, the consumer decides if the product has value or not. If the consumer does not find value in the product, he or she will not buy it again. If the product gives the consumer value or solves a problem, they will likely become a repeat customer.



TYPES OF ADOPTERS

Innovators

The innovators are the earliest consumers who will go to the store to buy it. They are likely to be opinion leaders who will share information with other consumers on the new product that they have purchased.

Early adopters

Consumers will acquire the new product soon once it is introduced to the market (but not as early as the innovators).

Early majority

The early majority is made up of people in the first half of the market who would buy a new product after waiting a long time in the hopes that the price would come down.

Late majority

The late majority wait until an innovation has been accepted by a majority of consumers and the price has dropped to adopt the new product.

Laggards

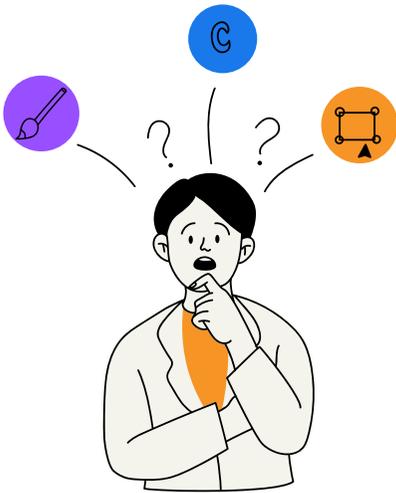
Laggards are comfortable with what they have and accept new products unenthusiastically and only because they feel compelled to.

TOPIC 2

CONSUMER DECISION MAKING PROCESS

2.1 THE CONCEPT OF CONSUMER DECISION MAKING

Define consumer decision making

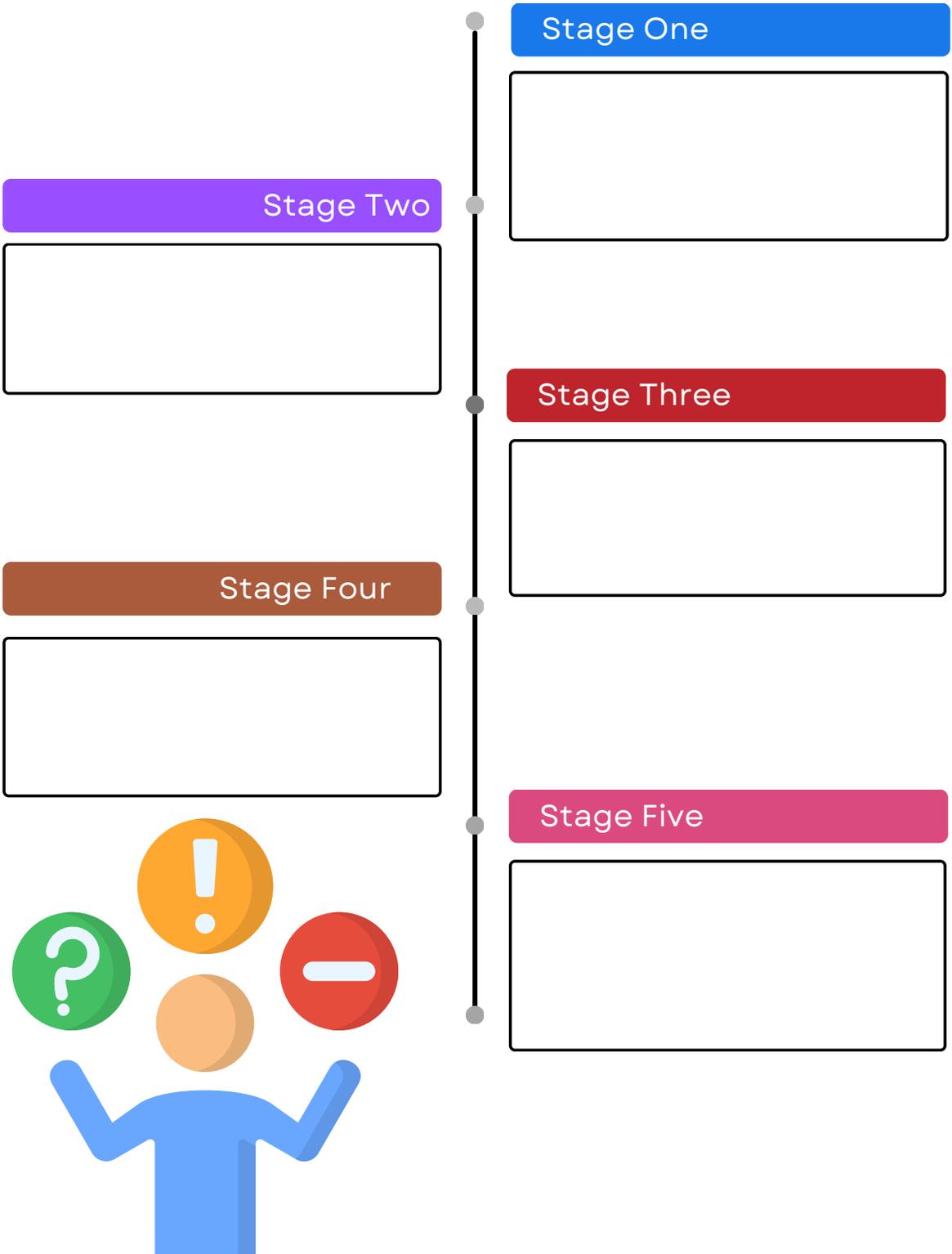


Write down the individual role in buying decision process

Diagram for writing individual roles in the buying decision process:

- Two large empty speech bubbles at the top.
- Five stylized human icons in the middle, each with a question mark on their face. They alternate in gender: male, female, male, female, male.
- Three large empty speech bubbles at the bottom.

Describe a model of the consumer decision making process?



2.2 CONSUMER'S ACCEPTANCE OF NEW PRODUCTS AND SERVICES

Definition of difussion:



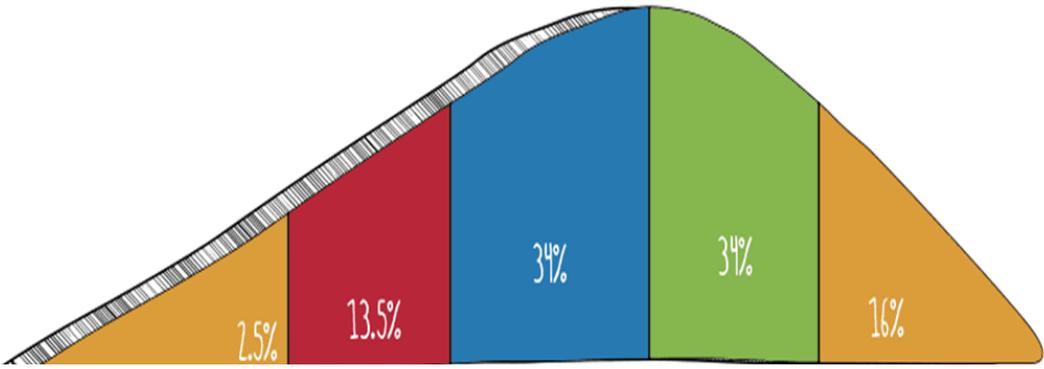
Interpret **FIVE (5)** new product characteristics that influence consumer acceptance?

Explain stages in adoption process



Write down the types of adopters.



↓

→

→

↓

↓

STRUCTURE QUESTION

With brand-new products constantly emerging, it can be hard to keep track of what things to sell in 2022, the secret to selling new popular products is to find winning products before they become mainstream.

Once a new product comes out and is known as a success, the competition gets fierce. Determine **TWO (2)** new product characteristics that influence consumer acceptance. (5 marks)

STRUCTURE QUESTION

Decision is the selection of an option from two or more alternatives choices. Write with explanation any **TWO (2)** stages in the consumer decision making process. (5 marks)

QUICK FACT TOPIC 3

INDIVIDUAL FACTORS

1

MOTIVATION

Motivation is the driving force within the individuals that impels them to take action. This driving force is produced by state of tension, which exists as the result of an unfulfilled need.

MOTIVATION



ABRAHAM MASLOW (HIERARCHY OF NEEDS)



DAVID MCCLELLAND (TRIO OF NEEDS)



2

PERSONALITY

Personality can be defined as the inner psychological characteristics that both determine and reflect how a person responds to his or her environment.



Theories of personality

- Freudian theory
- Trait theory
- Self-concept theory

FREUDIAN THEORY



Id

The id operates based on the pleasure principle, which stresses on immediate fulfillment of needs.

Ego

It may function as an internal monitoring mechanism that aims to equalize the id's impulsive demands and the superego's socio-cultural constraints.

Superego

The super ego is a kind of brake that restrains or inhibits the impulsive forces of the id.

3

PERCEPTION

The process by which an individual select, organizes and interprets stimuli into a meaningful and coherent picture of the world.



QUICK FACT TOPIC 3

INDIVIDUAL FACTORS

4

LEARNING

The process by which individuals acquire the purchase and consumption knowledge and experience that they apply to future related behaviour.



ELEMENTS OF LEARNING

Motivation

Motivation is a process performed by individuals in order to identify the needs of themselves.



Cues

Cues are the stimuli that will direct a consumer towards fulfilling his needs, especially when the cues are able to match with the consumer's expectations.

Response

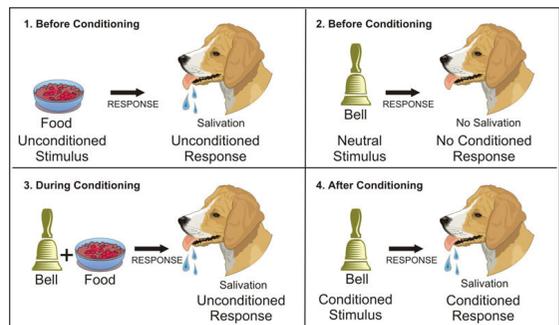
Response refers to how an individual reacts or behaves to fulfill his needs. A need or motive may evoke a whole variety of responses.

Reinforcement

Reinforcement increases the chances for individuals to respond towards the cues in the future. An individual will keep trying to get information or knowledge, if they promised a reinforcement.

CLASSICAL CONDITIONING THEORY

Ivan Pavlov, Russian psychologist was the first to describe conditioning and to propose it as a general model of how learning occurs. He described the general model of how learning occurs. According to Pavlov theory, conditioned learning results when a stimulus that is paired with another stimulus that elicits a known response serves to produce the same response when used alone.



5

ATTITUDE

Attitude is a learned predisposition to behave in a consistently favorable or unfavorable way toward a given object.

CHARACTERISTICS OF ATTITUDE

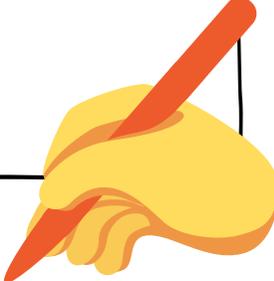
- Attitude involves object
- Attitude involves learning
- Attitude involve consistency
- Attitude involves situational circumstances



TOPIC 3

INDIVIDUAL FACTORS

3.1 MOTIVATION

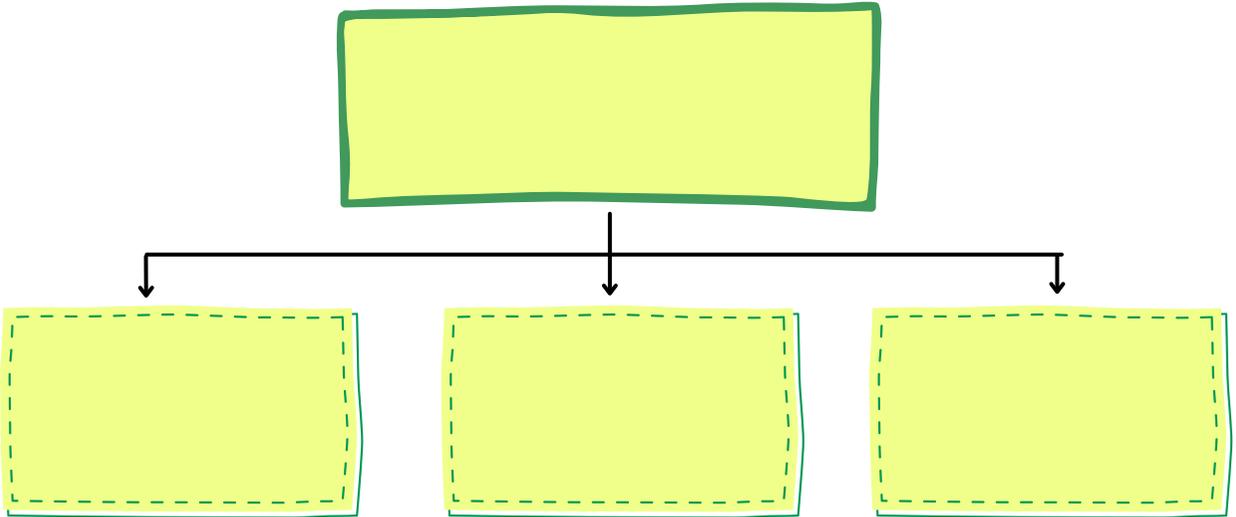


Discuss motivation theories

What are the **FIVE (5)** levels of Maslow hierarchy of needs?



What are the **THREE (3)** types of needs by David McClelland?



Identify the dynamics of motivation.

Four horizontal yellow rounded rectangular boxes with dashed green borders, stacked vertically. Each box contains a red pushpin icon on the left side, indicating a space for notes or answers.

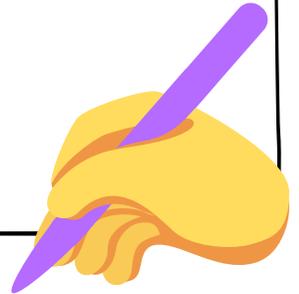
STRUCTURE QUESTION

State **FIVE (5)** human needs as listed by Abraham Maslow.

(5 marks)

3.2 PERSONALITY

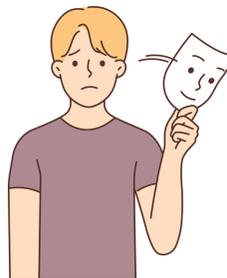
Definition



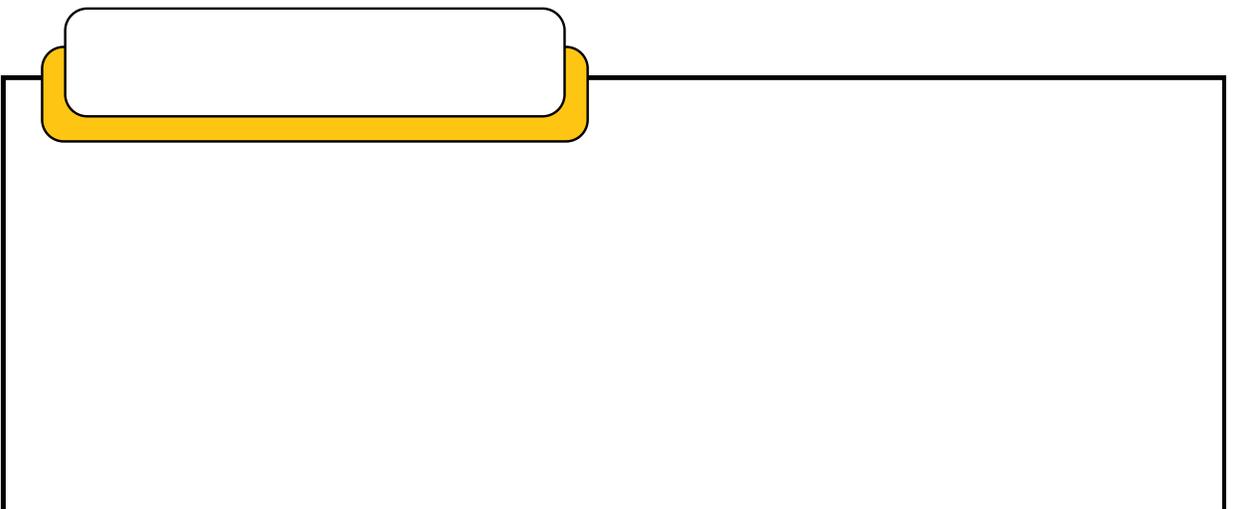
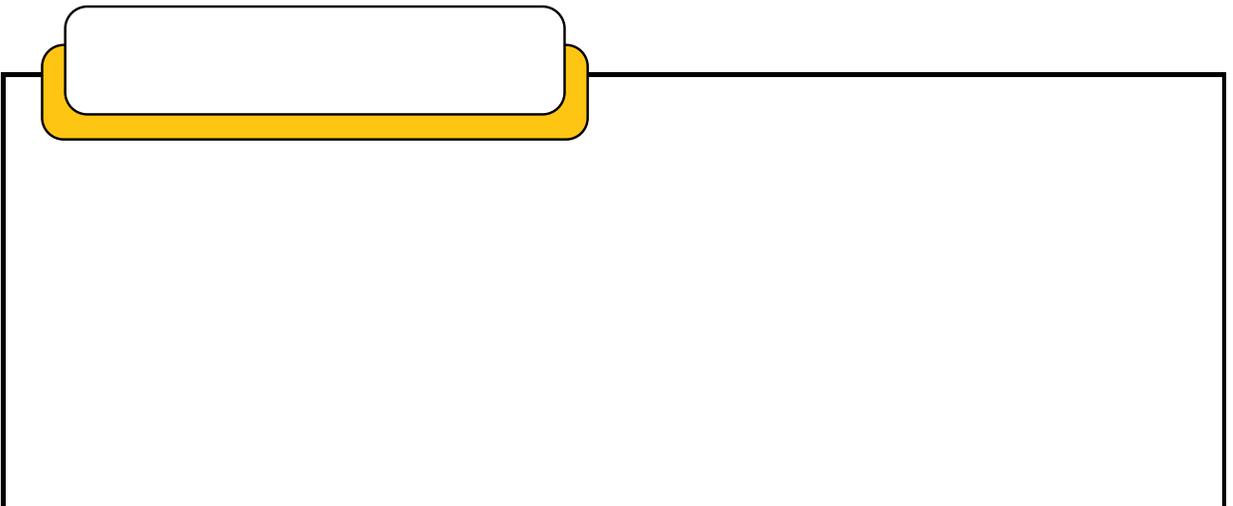
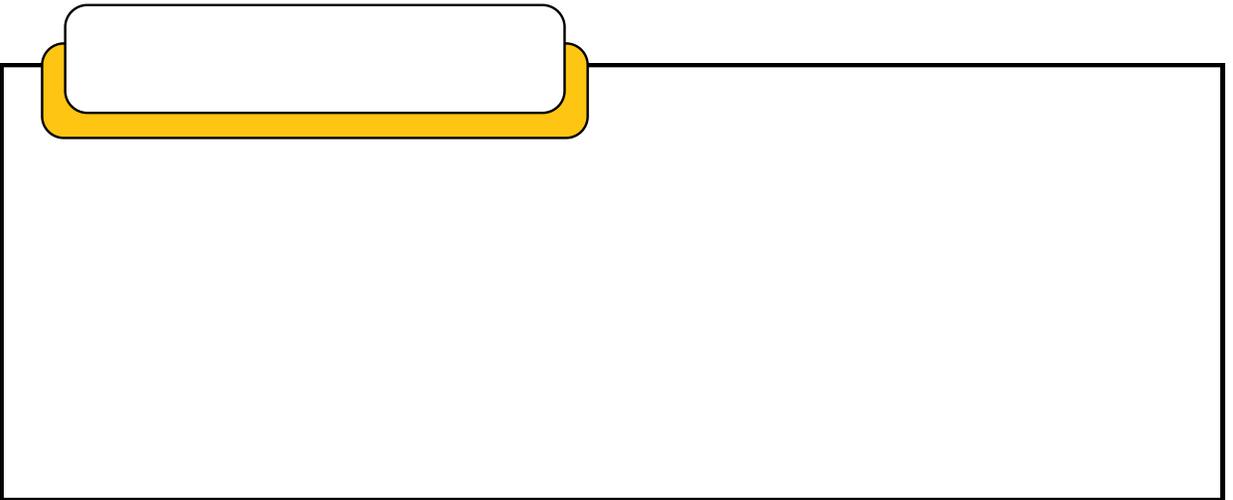
How are you?



Interpret the nature of personality



Discuss theories of personality



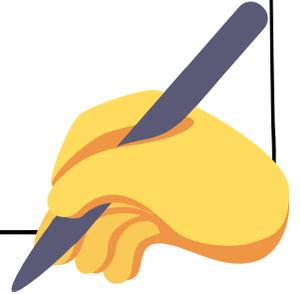
STRUCTURE QUESTION

Describe **TWO (2)** characteristics of personality.

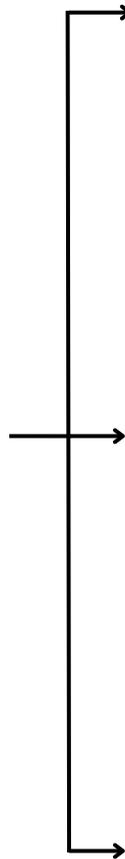
(5 marks)

3.3 PERCEPTION

Definition

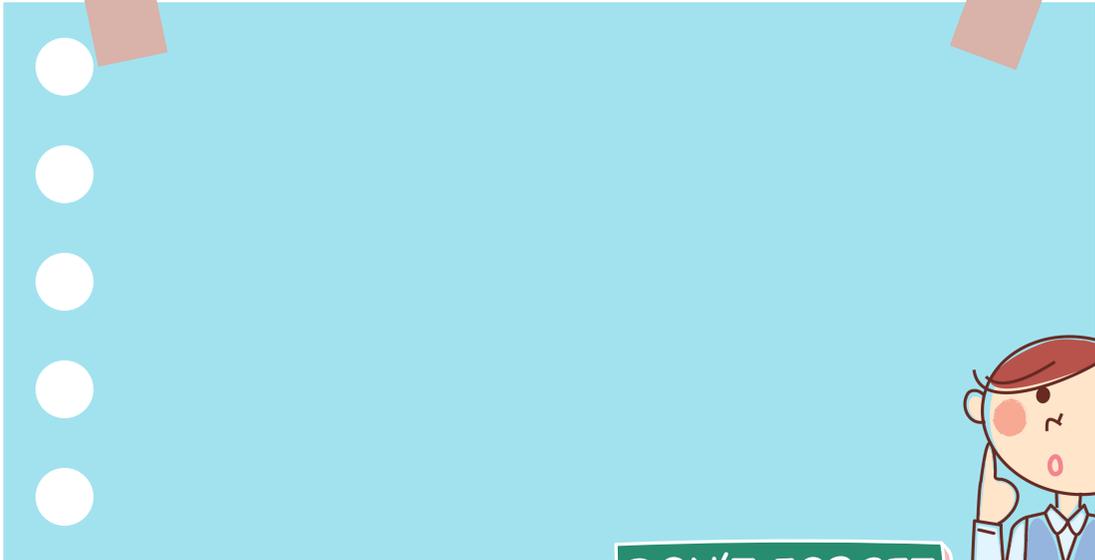


Identify the stages of perception



List down internal and external factors influencing perception

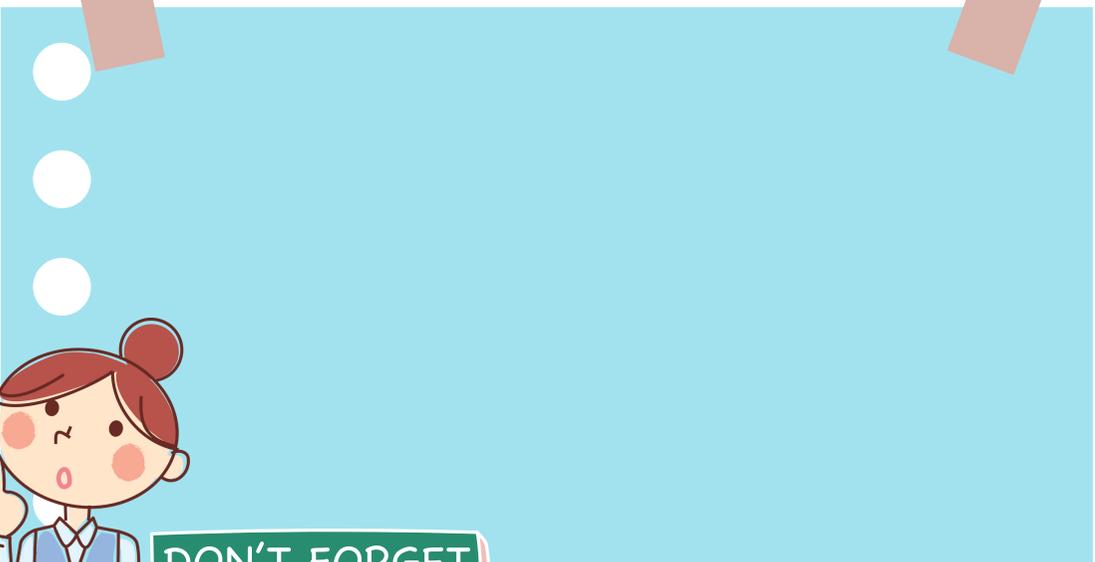
INTERNAL FACTORS



DON'T FORGET



EXTERNAL FACTORS



DON'T FORGET

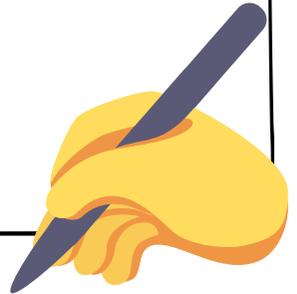


STRUCTURE QUESTION

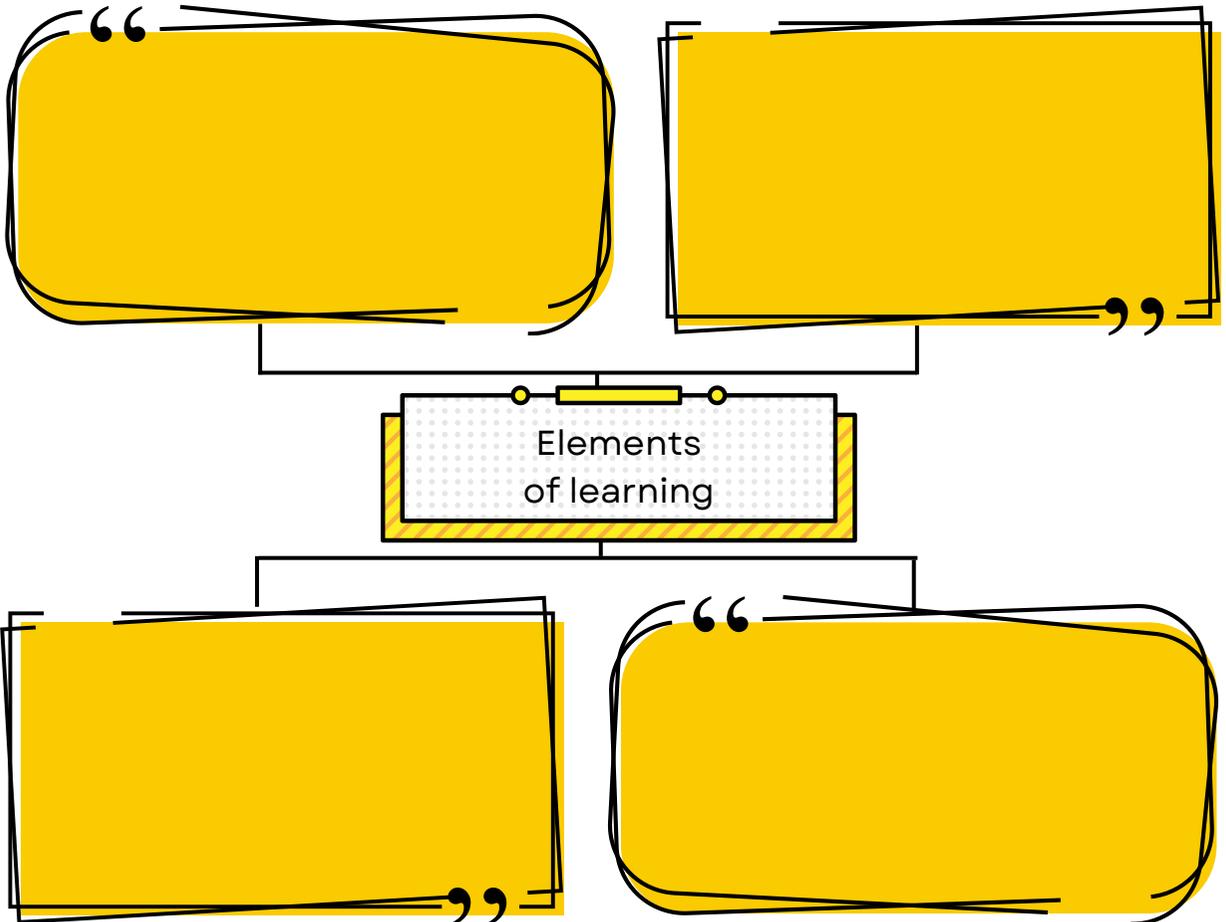
Perception are the process by which an individual select, organizes and interprets stimuli into meaningful coherent picture of the world. Explain any **FIVE (5)** external factors that influence the perception. (10 marks)

3.4 SEEK LEARNING

Definition



Explain elements in consumer learning



Discuss theory of learning

Blank writing area with a pink sticky note icon on the left.

Blank writing area with a pink sticky note icon on the left.

Blank writing area with a pink sticky note icon on the left.

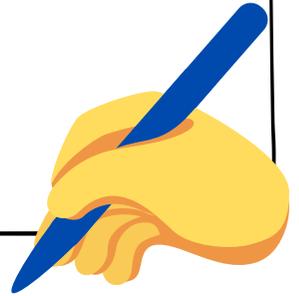


STRUCTURE QUESTION

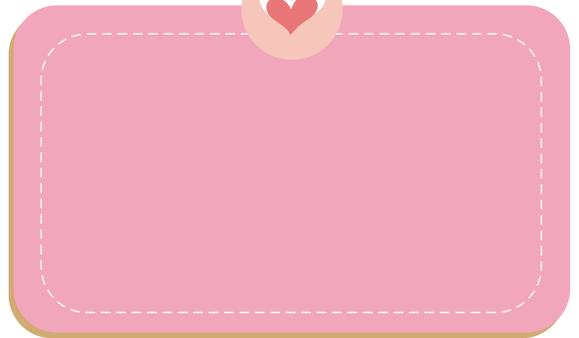
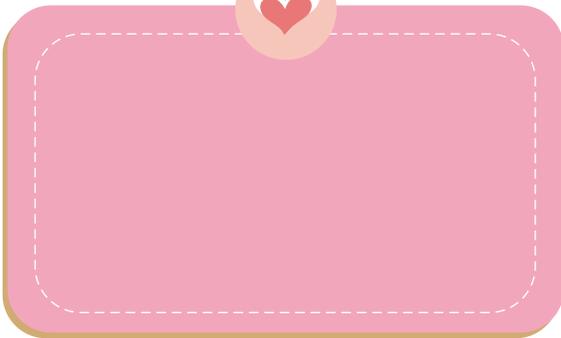
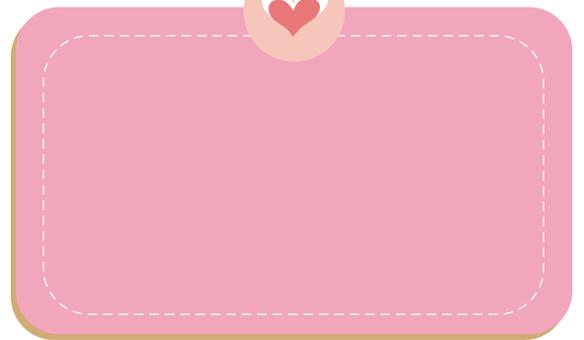
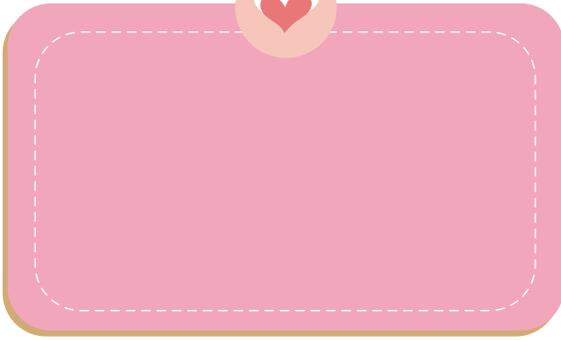
Ali plans to buy the latest Trendy shoes. He referred to the learning factor to help choosing the Trendy models available. With a suitable example, apply **FOUR (4)** elements of learning. (10 marks)

3.5 ATTITUDE

Definition



Characteristics of attitude



Discuss strategies of attitude change



STRUCTURE QUESTION

Attitude is a learned predisposition to behave in a consistently favourable or unfavourable manner with respect to a given object. Discuss **FOUR (4)** basic motivational functions of attitudes. (10 marks)

QUICK FACT TOPIC 4

ENVIRONMENTAL FACTORS

1

THE INFLUENCE OF CULTURE AND SUB-CULTURE TOWARDS CONSUMER BEHAVIOUR

Culture is defined as a sum total of learned beliefs, values and customs that serve to direct the consumer behavior of members of a particular society.



COMPONENTS OF CULTURE

- Value
- Custom
- Language and symbol
- Belief



FIVE MAJOR OF SUB-CULTURE

Geographic subculture

Every country has their own subculture and within one country they enjoy a wide range of climatic and geographic conditions. In Malaysia every different regional has their own identity and characteristics.

Religion

The members of all the religious groups (Islam, Christian, Buddha and Hindu) are likely to make purchase that decisions that are influenced by their religious identity.

Race

Race refers to a genetic or biological similarity among people. Each of these groups (Malay, Chinese and Indian) has their own value, belief and customs.

Age

Age cohorts (a cohort is a group of individuals born over a relatively short and continuous period of time) have been used to describe groups of individuals who were born in a particular era.

Gender

Within every society, it is quite common to find products that are either exclusively or strongly associated with the members of one gender.

2

SOCIAL CLASS

Social class is the division of members of a society into a hierarchy of distinct status classes, so that members of each class have relatively the same status and members of all other classes have either more or less status. Social class represents the degree of prestige the members of one social class have in comparison with members of other social classes.



QUICK FACT TOPIC 4

ENVIRONMENTAL FACTORS



SOCIAL CLASS PROFILES

- The upper-upper class
- The nouveau niche
- The upper-middle class
- The upper-lower class
- The lower middle class
- The working poor
- The under class

REFERENCE GROUP AND FAMILY INFLUENCES

3



Reference group can be defined as a group that an individual can identify with and one which guides his/her future behaviour depending on specific situational circumstances. A reference group is simply a group that an individual uses as a guide for behaviour in a specific situation.



THE INFLUENCE OF REFERENCE GROUP

Informational influence

Informational influence occurs when an individual uses the behaviours and opinions of reference group members as potentially useful bits of information.

Normative influence

Normative influence sometimes referred to as utilitarian influence, occurs when an individual fulfills group expectations to accomplish direct rewards or avoiding consent.

Identification influence

Identification influence called value-expressive influence, occurs when individuals have internalized the group's values and norms.

FAMILY DECISION MAKING

Gatekeepers	Family member(s) who control the flow of information about a product or service into the family.
Influencers	Family member(s) who provide information to other members about a product or service.
Deciders	Family member(s) with the power to determine unilaterally or jointly whether to shop for, purchase, use, consume, or dispose of a specific product or service.
Buyers	Family member(s) who make the actual purchase of a particular product or service.
Preparers	Family member(s) who transform the product into a form suitable for consumption by other family members.
Users	Family member(s) who use or consume a particular product or service
Maintainers	Family member(s) who service or repair the product so that it will provide continued satisfaction.
Disposers	Family member(s) who initiate or carry out the disposal or discontinuation of a particular product or service



TOPIC 4

ENVIRONMENTAL FACTORS

4.1 THE INFLUENCE OF CULTURE AND SUB-CULTURE TOWARDS CONSUMER BEHAVIOUR

Define culture



State the components of culture

- 1 _____
- 2 _____
- 3 _____
- 4 _____



Chinese New Year Word Search

Circle words in the puzzle below

F	E	S	T	I	V	A	L	T
I	A	N	L	Y	H	P	U	I
R	D	R	A	G	O	N	N	G
E	A	S	N	L	L	R	A	E
W	N	W	T	U	I	E	R	R
O	C	S	E	C	D	D	C	L
R	E	O	R	K	A	E	A	I
K	U	S	N	O	Y	T	R	O
E	N	V	E	L	O	P	E	N

- lunar
- tiger
- lion
- lantern
- festival
- dragon
- dance
- red
- firework
- holiday
- luck
- envelope

List down characteristic of culture

#1

#2

#3

#4

Describe **FIVE (5)** major subculture

The image shows five large, empty, rounded rectangular boxes with a green border, arranged in a staggered, overlapping fashion. These boxes are intended for writing descriptions of five major subcultures.

4.2 SOCIAL CLASS

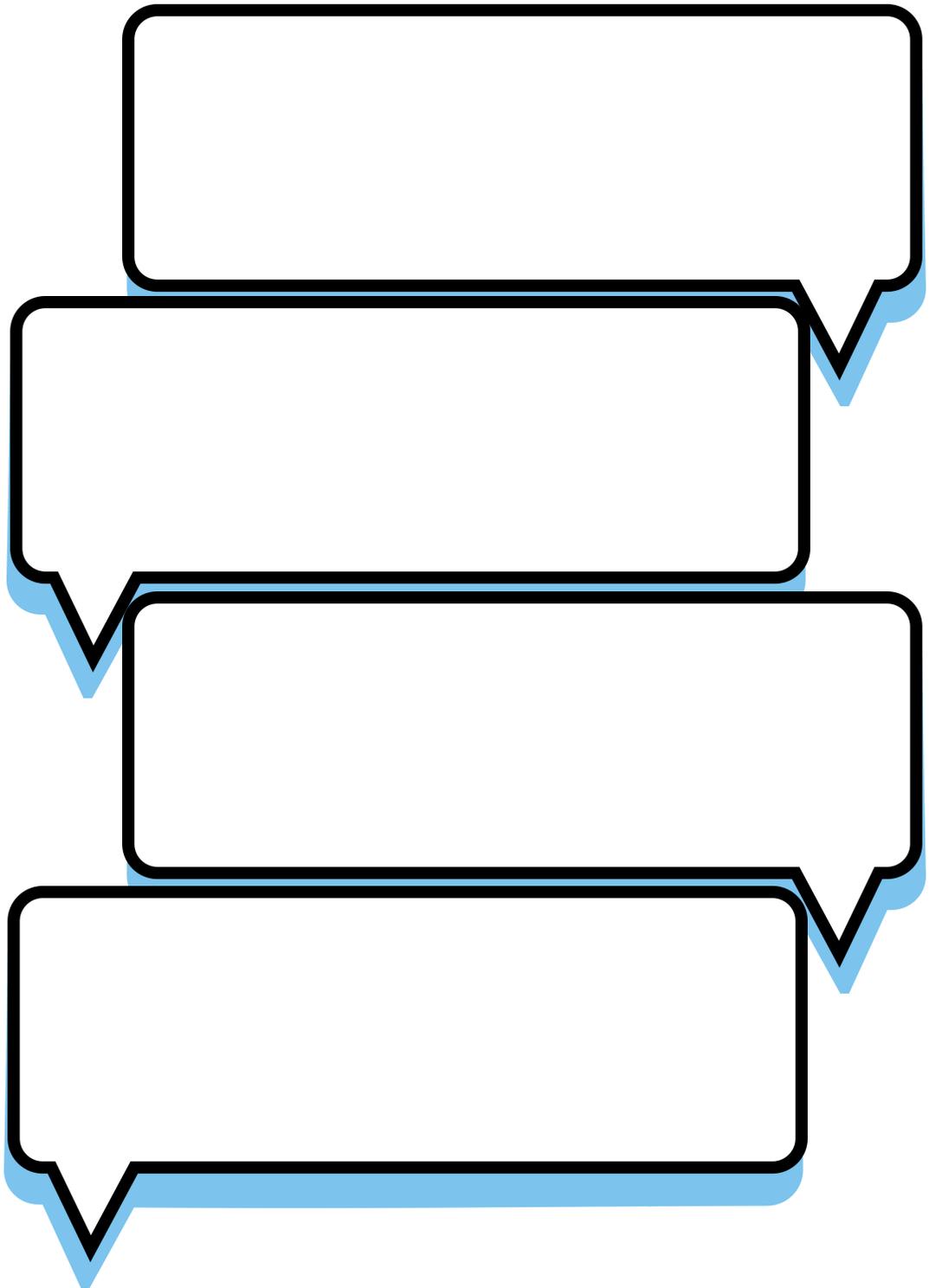
Define social class



Describe social class profiles

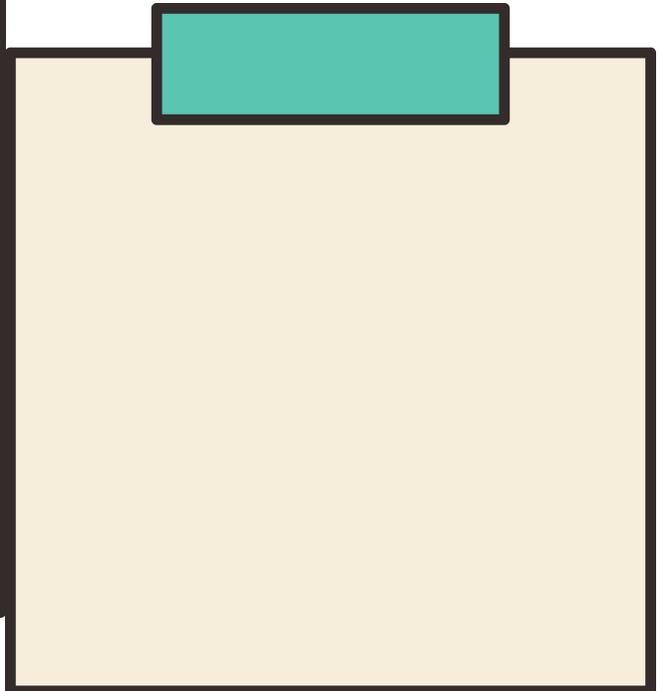
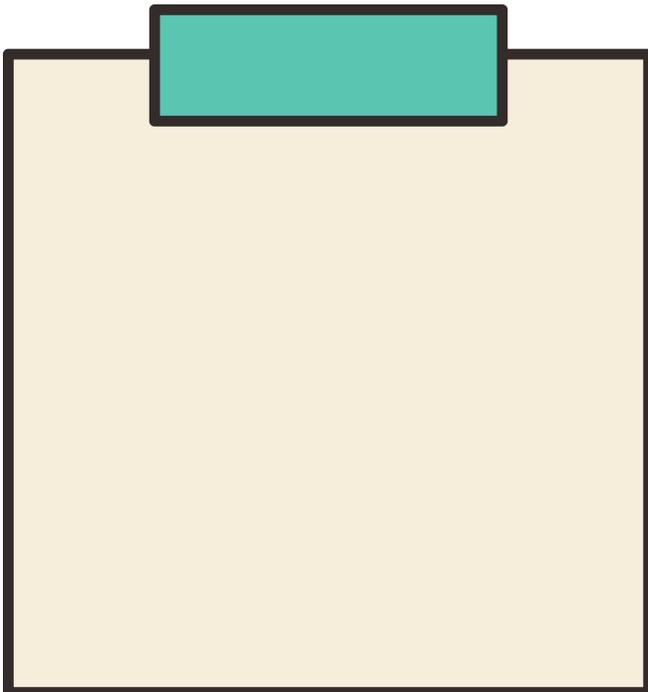
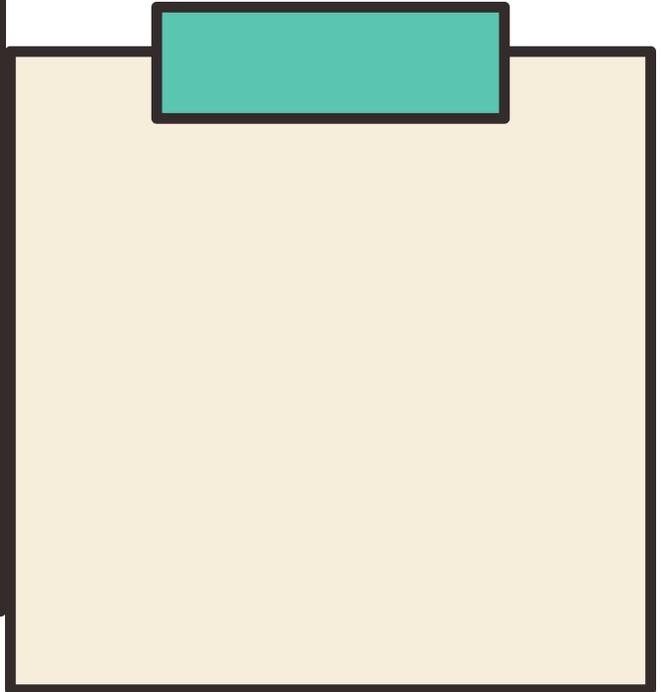
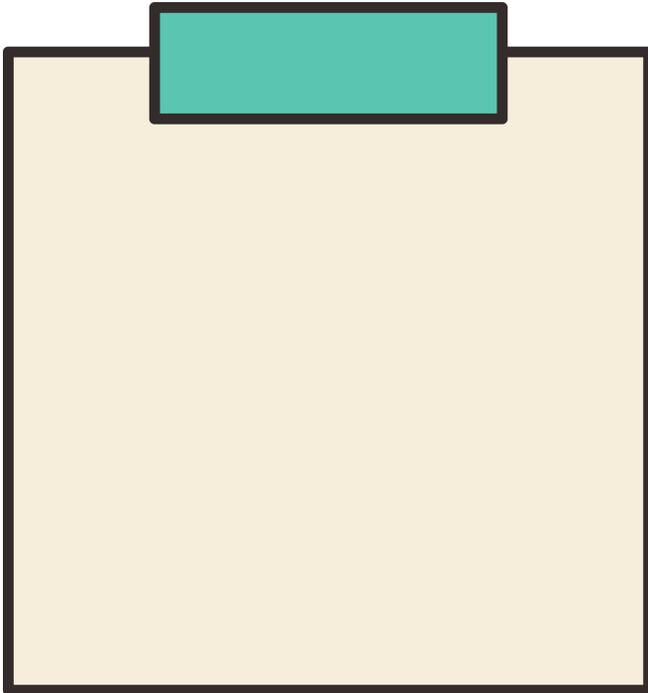
Three large, empty speech bubble shapes with black outlines and blue shadows, arranged vertically, intended for writing social class profiles.

Describe social class profiles



The image contains four empty speech bubble shapes, each with a thick black outline and a light blue drop shadow. They are arranged vertically, with the top bubble being the widest and the bottom bubble being the narrowest. Each bubble is intended for the user to write a social class profile.

Explain consumer behaviour applications of social class.



4.3 REFERENCE GROUP AND FAMILY INFLUENCES

Define reference group



Describe types of reference group

Blank area for describing types of reference group (left column, top section).

Blank area for describing types of reference group (right column, top section).

Blank area for describing types of reference group (left column, bottom section).

Blank area for describing types of reference group (right column, bottom section).

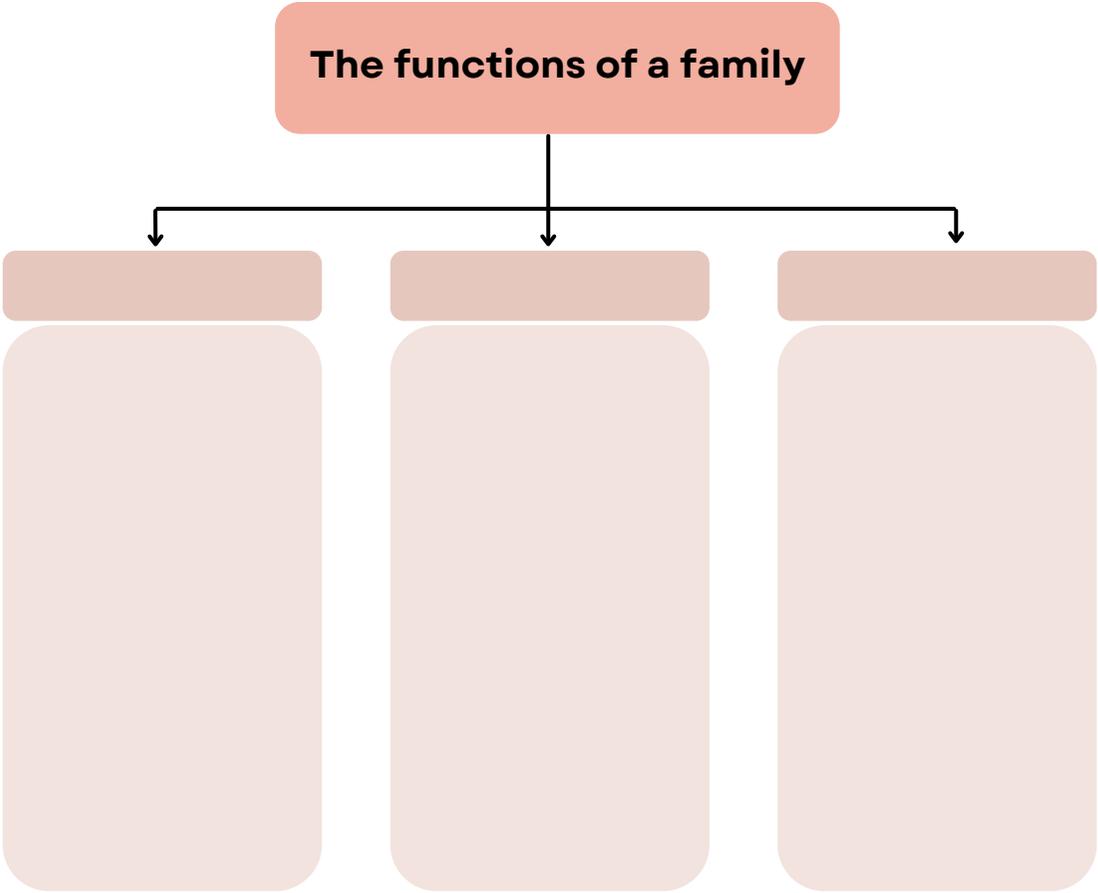
Discuss the influence of reference group

[Redacted]

[Redacted]

[Redacted]

Discuss the functions of a family.



Write the correct word below each picture.

FAMILY DECISION MAKING

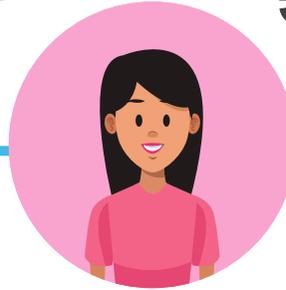
Family member(s) who use or consume a particular product or service



Family member(s) with the power to determine unilaterally or jointly whether to shop for, purchase, use, consume, or dispose of a specific product or service



Family member(s) who make the actual purchase of a particular product or service



Family member(s) who provide information to other members about a product or service.



Family member(s) who control the flow of information about a product or service into the family



Family member(s) who transform the product into a form suitable for consumption by other family members

Family member(s) who service or repair the product so that it will provide continued satisfaction.



Family member(s) who initiate or carry out the disposal or discontinuation of a particular product or service

STRUCTURE QUESTION

Describe any **TWO (2)** characteristics of culture.

(5 marks)

STRUCTURE QUESTION

Explain **FIVE (5)** roles in the family decision making.

(10 marks)

QUICK FACT TOPIC 5

CONSUMERISM

1

CONSUMERISM

Consumer can be defined as a person who acquires goods and services for his or her own personal needs. The term "consumerism" refer to the consumerists movement, consumer protection or consumer activism, which seeks to protect and inform consumers by requiring such practices as honest packaging and advertising, product guarantees and improved safety standards.



FACTORS INFLUENCE THE CONSUMERISM DEVELOPMENT

- Ineffective system
- Poor product quality
- Insufficient information
- Misleading advertisement
- Unresponsive marketing institution



CONSUMER RIGHTS

Safety

The right to safety protects the consumer from products, manufacturing practices or services that could prove detrimental to the health or life of the individual consumer.

Be Informed

The right to be informed requires that companies supply all of the information that would be necessary to make an intelligent decision about purchasing a particular product.

Choose

The right to choose ensures that consumers be able to choose from a variety of products and services.

Be Heard

The right to be heard means that government entities should hold the consumer's interests at heart when implementing policies.

Satisfaction of Basic Needs

The right to satisfaction of basic needs ensures that all consumers have suitable access to necessary goods and services, such as food, shelter, education, health care and sanitation.

Redress

The right to redress ensures that customers have an avenue with which to receive compensation for unsatisfactory performance of service or inferior products, or for damage inflicted from their use.

Consumer Education

The right to consumer education provides for programs and information that must be available to individuals to help them make more informed decisions about products.

Healthy Environment

The right to a healthy environment implies that businesses and governing bodies must install policies in production and regulation which do not harm the natural world.

QUICK FACT TOPIC 5

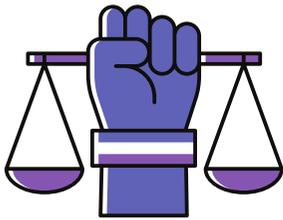
CONSUMERISM

2

THE CURRENT ISSUES TO CONSUMERISM IN MALAYSIA

How is consumer protection being carried out?

- Enforcement of consumer laws
- Introducing new laws, amending old laws
- Education programs for women, schools, promoting school consumer clubs, university students, seminars and conventions
- Consumer organizations- grants, smart partnerships, joint programs
- Research into consumer problems
- Redress mechanisms



THE EXAMPLE OF CONSUMERISM ISSUE IN MALAYSIA



HARI : _____ ISIN
 TARIKH : 05/09/2022
 M/SURAT : 15

Permintaan tinggi peniaga kecil punca telur kurang

Beberapa pasar raya hadkan pembelian akibat masalah bekalan

Oleh Omar Ahmad
 bhnews@bh.com.my

Johor Bahru: Permintaan dan penggunaan telur ayam yang tinggi dalam kalangan peniaga dan usahawan kecil dipercayai menjadi antara faktor kekurangan bekalan telur di daerah ini sejak dua minggu lalu.

Kedua itu dipercayai berlaku berkaitan perniagaan, termasuk perusahaan kecil dan sederhana (PKS) kembali bernafas dan menerima tempahan tinggi susulan pembekalan sepejabatnya ekonomi, selain sempadan, Malaysia-Singapura.

Tinjauan di beberapa pasar raya besar di daerah ini mendapati pembelian telur ayam dihadkan kepada dua atau lima papan untuk setiap pembelian.

Pengusaha kecil bahulu Mahanoun, Shahrilinnas Mohamad, berkata agak sukar baginya un-

tuk memperoleh bekalan telur gred A dengan jumlah 22 papan sehari.

Bekas berkata, bekalan telur agak berkurangan di beberapa kedai, pembekal dan pasar raya di daerah ini sejak beberapa minggu lalu.

"Masih boleh dapatkan telur 30 biji sepapan, tetapi agak sukar untuk pembelian yang banyak. Sebelum ini saya hanya perlu ke dua pasar raya atau kedai untuk memenuhi keperluan membuat bahulu.

"Dulu saya guna telur gred A sahaja, sekarang ini apa telur yang dijual asalkan gred A, AA dan B semua saya ambil sebab sukar untuk dapatkan bekalan.

"Kalau ke pasar raya besar, memang tiada stok telur gred A dan sudah dua minggu saya terpaksa pergi ke empat hingga lima kedai untuk mencukupkan bekalan telur bagi membuat kuih bahulu," katanya yang berniaga di Larkin Sentral.

Kena pergi beberapa kedai

Peniaga kek kukus, Mohd Zulnar Uwan, turut mengakui sukar mendapatkan bekalan telur.

"Agak sukar sebab dalam seminggu saya perlukan lima papan telur. Mahu dapatkan lima papan pun kena pergi dua hingga tiga tempat," katanya.



Stok telur di sebuah pasar raya kelihatan kosong selepas bekalan telur. (Omar Ahmad/BH)

Pengurus Besar Econazave, Mas Izran Adam, berkata kebanyakannya cawangan pasar raya itu berdepan masalah kekurangan bekalan telur ayam.

"Beberapa cawangan pasar raya kami turut mengalami kekurangan bekalan telur ayam sejak beberapa bulan belakakangan ini.

"Pesanan dibuat seperti biasa, contohnya satu cawangan memesan 1,000 papan telur ayam, namun pembekal hanya menghan-

tar sekitar 300 papan. Saya tidak tahu kenapa, tetapi pembekal memaklumkan bekalan telur ayam memang sedikit ketika ini," katanya.

Pengarah Kementerian Perdagangan Dalam Negeri dan Hal Ehwal Pengusaha (KPDNHEP) Johor, Hairul Anuar Bohri, ketika dihubungi berkata tiada isu membabitkan kekurangan bekalan telur di sekitar bandar raya ini melalui semakoh yang dilakukan.

TOPIC 5

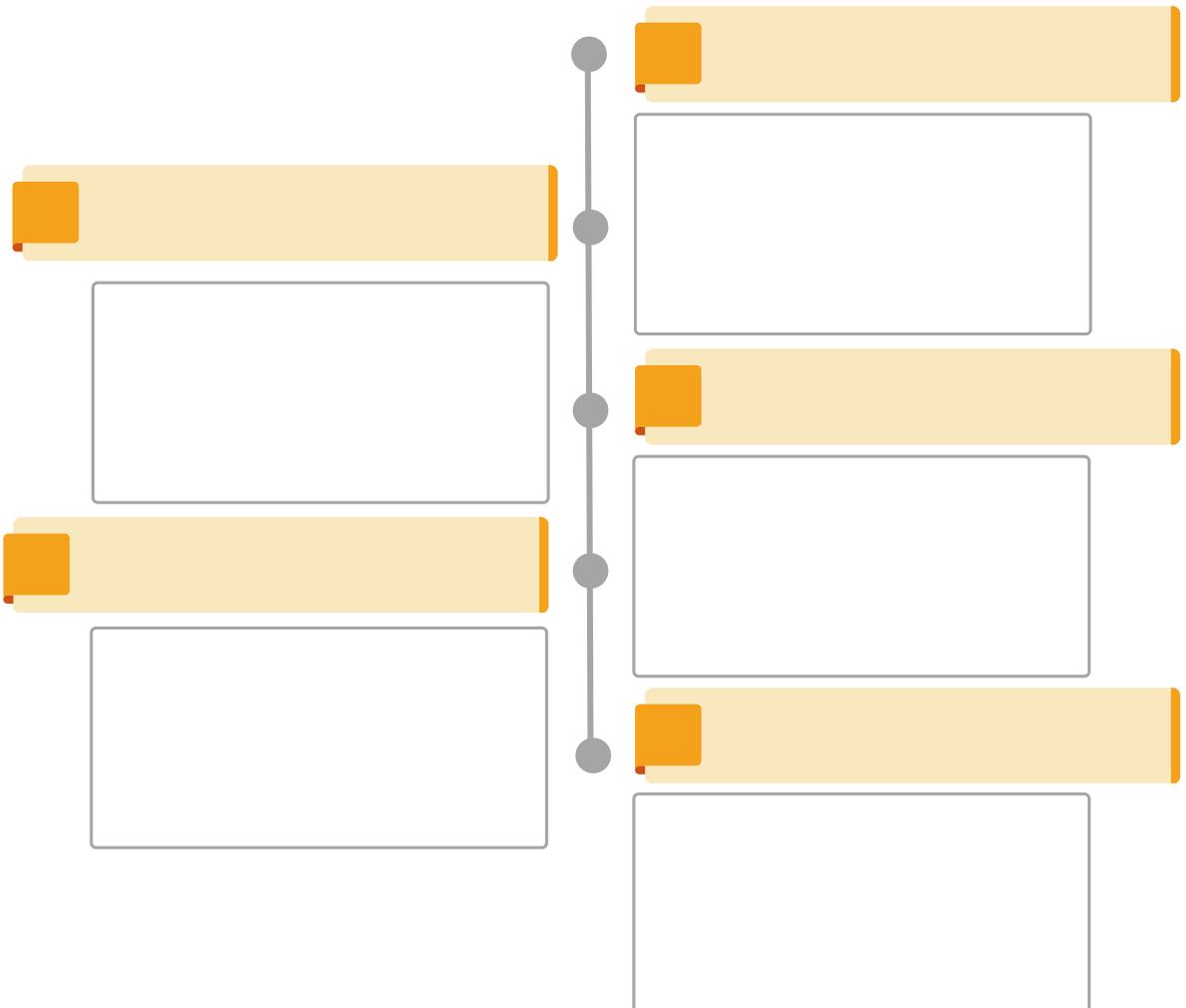
CONSUMERISM

5.1 THE IMPORTANCE OF CONSUMERISM IN MARKETING

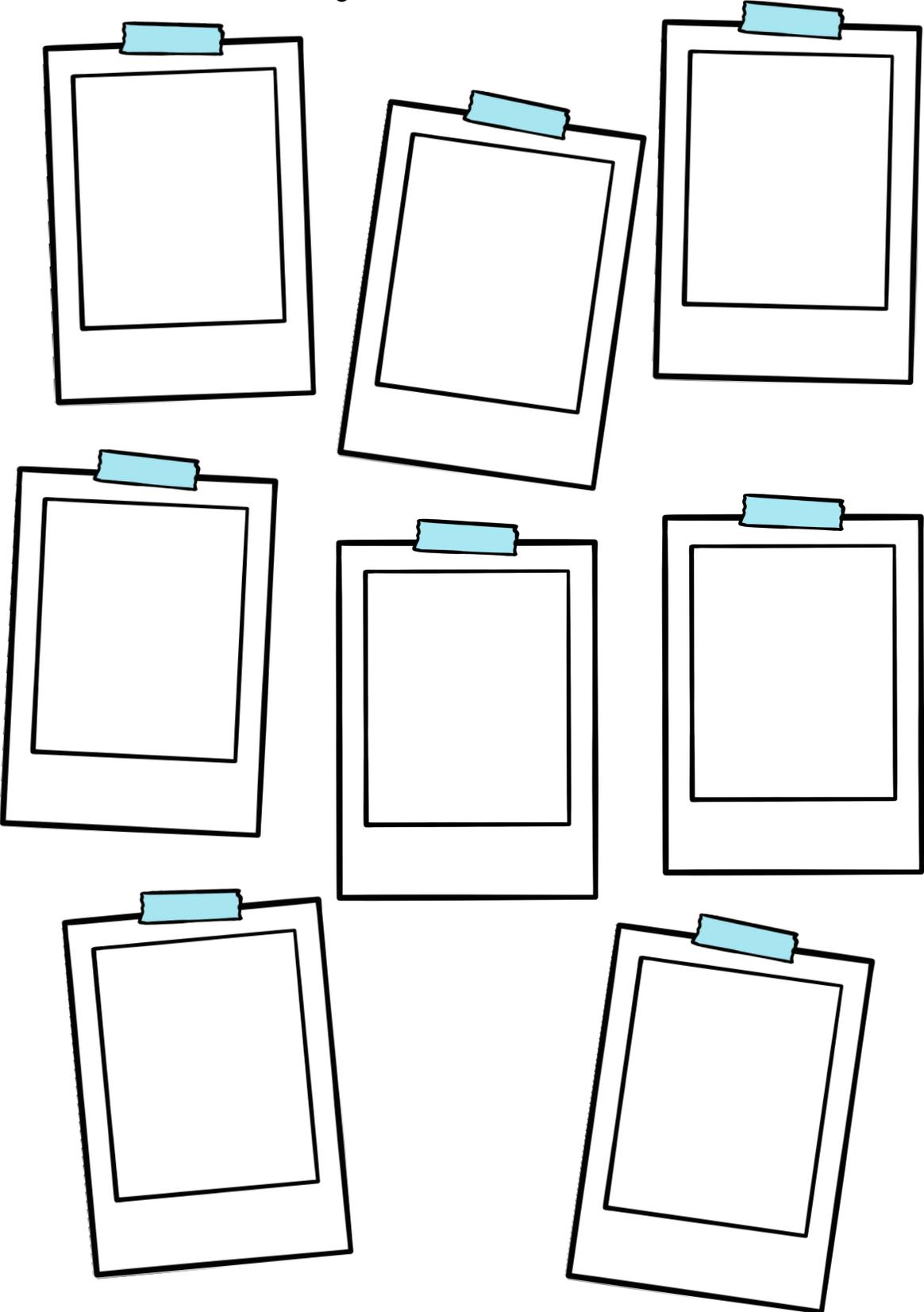
Define consumerism



Explain factors that influence the development of consumerism



Write the consumer rights



5.2 THE CURRENT ISSUES RELATED TO CONSUMERISM IN MALAYSIA

Write **TWO (2)** issues in consumerism.



STRUCTURE QUESTION

You just bought a new ePhone17 Pro. The first time you try to use it, you do not hear any sound come out from the phone. You want to take this case to the consumer tribunal to claim your rights. Based on the problem, analyze **FIVE (5)** rights that can be claimed with appropriate examples.

(10 marks)

"MAKE EACH DAY YOUR MASTERPIECE."



WORKBOOK CONSUMER BEHAVIOUR
