

**DETERMINANTS OF MINDFUL CONSUMPTION
BEHAVIOUR AMONG CONSUMERS**

SYAHRUL HEZRIN BIN MAHMUD

**DOCTOR OF PHILOSOPHY
UNIVERSITI MALAYSIA TERENGGANU**

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Determinants of mindful consumption behaviour among consumers / Syahrul Hezrin Mahmud.

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AMONG CONSUMERS**

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**Thesis Submitted in Fulfilment of the Requirements for the Degree of Doctor of
Philosophy in the School of Maritime of Business and Management
Universiti Malaysia Terengganu**

2019

DEDICATION

Dedicated this thesis to:

My family, especially to my lovely wife, Wan Aznita Wan Yusof. To my children, Nur Ain Insyirah, Muhammad Hazim Wafi, Nur Ain Fatihah and Muhammad Haqqi Wafi, may this thesis bring you inspiration.

I also dedicate this thesis to the beloved people who have meant and continue to mean so much to me. First and foremost, to my parents, grandmother and sister, although all of you are no longer in this world, I will make sure your memory lives on as long as I shall live. May Allah (SWT) grant all of you Jannah.

Special thanks also to my supervisors, colleagues and family for their continuous support.

Abstract of thesis presented to the Senate of Universiti Malaysia Terengganu in fulfilment of the requirements for the degree of Doctor of Philosophy

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Main Supervisor : **Associate Professor Marhana Mohamed Anuar, Ph.D.**
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The phenomenon of uncontrollable consumption among Malaysians has recently become an issue of academic and wider interest. It is important to study Mindful Consumption so as to ensure the practice of sustainable consumption among Malaysians. Mindful consumption is premised on consciousness in both thought and behaviour about the consequences of consumption. In light of the above context, this study aimed to explore the practices of Mindful Consumption Behaviour among Malaysians and the role of internal and external factors in influencing the mindful mindset and consequently the mindful behaviour of consumers in Malaysia. Spirituality and self-identity were considered as internal factors, while the roles played by government, peers and the media were classified as external factors. The components of a mindful mindset consisted of self-care, community care and nature care, which constituted the constructs. To gain an understanding of Mindful Consumption Behaviour the researcher also specifically investigated the acquisitive consumption, repetitive consumption, and aspirational consumption aspects of MCB. An online questionnaire developed using Google Forms was distributed to a sample of working people in the public and private sectors via Facebook and WhatsApp. The feedback of more than 200 respondents was obtained by using this method. The SPSS version 23 and SmartPLS 3.0 softwares were used to analyse the data collected via the online survey. The statistical results indicated that the internal factors

spirituality and self-identity and the external factor government role had a positive influence on mindful mindset and of Mindful Consumption Behaviour. Also, mindful mindset was statistically proven to have an influence on of Mindful Consumption Behaviour as represented by acquisitive consumption, repetitive consumption and aspirational consumption. In other words, internal and external factors positively influenced mindful mindset, which then influenced of Mindful Consumption Behaviour. Surprisingly, in this context, peer role and media role showed a negative influence on mindful mindset and of Mindful Consumption Behaviour due to some justified causes. Self-identity also showed a negative relationship with of Mindful Consumption Behaviour. Research on Mindful Consumption is important as it provides an insight into consumer awareness about the outcomes of their consumption.

Abstrak tesis yang dikemukakan kepada Senat Universiti Malaysia Terengganu sebagai memenuhi keperluan untuk Ijazah Doktor Falsafah

PENENTU GELAGAT PENGGUNAAN BERHEMAH DALAM KALANGAN PENGGUNA

SYAHRUL HEZRIN BIN MAHMUD

2019

Penyelia Utama : Profesor Madya Marhana Mohamed Anuar, Ph.D.
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Penggunaan yang tidak terkawal dalam kalangan rakyat Malaysia adalah satu isu yang menarik serta terkini. Keperluan kepada kajian mengenai penggunaan berhema adalah penting bagi memastikan kemampuan aspek kepenggunaan di kalangan rakyat Malaysia. Penggunaan berhema adalah berdasarkan kesedaran dalam pemikiran dan gelagat tentang impak dari kepenggunaan. Sehubungan dengan itu, kajian ini dijangka meneroka amalan kelakuan penggunaan berhema di Malaysia dan peranan faktor-faktor dalaman dan luaran dalam mempengaruhi minda sedar dan kemudian mempengaruhi gelagat kepenggunaan itu sendiri. Unsur-unsur kerohanian dan jati diri dianggap sebagai faktor dalaman, di mana peranan kerajaan, peranan rakan sebaya dan peranan media dikenalpasti dan diklasifikasikan sebagai faktor luaran. Komponen minda sedar telah mempertimbangkan cakna diri, cakna masyarakat dan cakna alam sebagai konstruk. Memahami gelagat penggunaan berhema (MCB) yang diperlukan dalam penyelidikan ini adalah berdasarkan kepada aspek penggunaan memperoleh, penggunaan berulang-ulang dan penggunaan aspirasi sebagai fokus terhadap elemen yang membentuk gelagat tersebut. Borang soal selidik Google atas talian diedarkan kepada sampel pengguna yang bekerja dari sektor awam dan swasta melalui Facebook dan WhatsApp. Maklum balas yang lebih daripada 200 responden telah diperolehi daripada kaedah ini. Perisian SPSS versi 23 dan SmartPLS 3.0 telah digunakan untuk menganalisis data yang diperolehi

daripada kaji selidik atas talian ini. Hasil analisa secara statistik menunjukkan pengaruh positif kerohanian, jati diri sebagai faktor dalaman dan peranan kerajaan sebagai faktor luaran kepada minda sedar dan gelagat penggunaan berhemah. Minda sedar secara statistik terbukti mempunyai pengaruh ke atas penggunaan memperoleh, penggunaan berulang-ulang dan penggunaan aspirasi. Dalam erti kata lain, faktor-faktor dalaman dan luaran secara positif akan mempengaruhi minda sedar di mana kemudian mempengaruhi gelagat kepenggunaan yang berhemah. Agak menarik, dalam konteks ini, peranan rakan sebaya dan peranan media menunjukkan pengaruh negatif kepada minda sedar kerana sebab-sebab yang tertentu. Di samping itu, faktor jati diri juga berhubungan negatif dengan gelagat penggunaan berhemah. Kajian terhadap penggunaan berhemah adalah penting kerana ianya memberi gambaran terhadap kesedaran pengguna berkenaan implikasi kepenggunaan.