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**THE STUDY OF PURCHASE INTENTION ON  
ANTI-MONKEY TRASH BIN IN TERENDAK  
CAMP, MALACCA**

**By**

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Bachelor of Applied Science (Science of Natural Resources) with Honor

**FACULTY OF EARTH SCIENCE**

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2019

## DECLARATION

I declare that this thesis entitled “**THE STUDY OF PURCHASE INTENTION ON ANTI-MONKEY TRASH BIN IN TERENDAK CAMP, MALACCA**” is the result of my own research except as cited in the references. The thesis has not been accepted for any degree and is not concurrently submitted in candidature of any other degree.

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## APPROVAL

“I/ We hereby declare that I/ we have read this thesis and in our opinion this thesis is sufficient in terms of scope and quality for the award of the degree of Bachelor of Applied Science (Geoscience) with Honors”

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## List of Abbreviations

- I. MRSM..... Maktab Rendah Sains Mara**
- II. PI..... Purchase Intention**
- III. BN.....Brand Name**
- IV. PF.....Product Feature**
- V. SI.....Social influence**



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## **Abstract**

### **THE STUDY OF PURCHASE INTENTION ON ANTI-MONKEY TRASH BIN IN TERENDAK CAMP, MALACCA**

Garbage bin is a common utilities that been use to collect garbage from communities, and it was necessary to keep up environment clean. Unfortunately, reduce of forested area for development has cause monkey habitat to decrease thus reducing their forage area. The development near forested area slowly changing monkey habit to find new source of food and this reach the point where the monkey forage on garbage bin. This become a major problem when the monkey start to attack people which want to use the garbage bin. As incentive from Maktab Rendah Sains Mara (MRSM) Terendak, has come up with an idea to negate monkey from foraging on garbage bin by fortifying garbage bin defense, thus discouraging monkey from forage on it. This innovation has been prove successful and now they want to expand their market to the place that have same monkey problem. Therefor this research were conduct to determine factors that influence purchasing intention of Anti-Monkey Trash Bin among Terendak Camp, Malacca. The result shows that all three variable that are product features, brand name and social influence have significant relationship that contribute towards purchase intention on the product. With the result of this research, it may help MRSM Terendak to improve their marketing strategize so that it can also reduce monkey problem on other areas.

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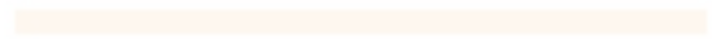
## Abstrak

### **KAJIAN MENGENAI KEHENDAK BELIAN TERHADAP TONG SAMPAH CEGAH MONYET DI KEM TEAK, MELAKA**

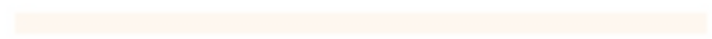
Tong sampah merupakan kemudahan awam yang digunakan untuk mengumpulkan sisa sarap daripada komuniti masyarakat, dan ia adalah penting untuk menjaga kebersihan alam sekitar. Malangnya, pembangunan telah menyebabkan semakin kurangnya kawasan hutan yang asalnya menjadi habitat monyet-monyet liar. Pembangunan yang dijalankan pada kawasan yang asalnya habitat monyet-monyet liar ini telah menyebabkan perubahan dimana kebiasaannya monyet akan mencari makanan di hutan kepada mencari makanan di kawasan perumahan berdekatan. In menjadi satu isu besar apabila terjadinya masalah monyet menyerang manusia ketika mereka mencari makanan di kawasan tong sampah. Bagi mengatasi masalah tersebut MRSM Terendak telah mengambil inisiatif mencipta tong sampah yang dapat menghalang monyet menyelongkar tong sampah dengan menabuh daya tahan ia sekaligus membuatkan monyet secara beransur-ansur berhenti menjadikan kawasan tong sampah sebagai kawasan mencari makanan. Rekaan inovasi ini telah dibuktikan mampu mengelakkan monyet menyelongkar tong sampahtan kini, MRSM sedang meluaskan kawasan pasaran mereka bagi membantu pihak yang turut menghadapi masalah gangguan monyet. Oleh itu, kajian ini dijalankan bagi mengenal pasti factor yang mempengaruhi keinginan untuk membeli Tong Sampah Cegah Monyet dikalangan penduduk di Kem Terendak, Melaka. Hasil kajian mendapati tiga factor yang mempengaruhi keinginan untuk membeli produk, iaitu ciri-ciri produk, jenama dan pengaruh social. Hasil daripada kajian ini diharapkan dapat membantu MRSM Terendak membuat penambah baikan terhadap produk dan cara mempromosikan Tong Sampah Cegah Monyet.



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## Chapter 1

### 1.0.Introduction

#### 1.1.1. Background of The Study

The Anti-Monkey Trash bin is the dustbin that created to minimize and negate the conflict between human and monkey where there an issue where the monkey making mess with the current design trash bin. The problem occurs due to the fast adaptively of the monkey which they learned that they can forage food in the trash bins and they also know how to open the trash bins. These give high risks towards the environment as it change the habit of the monkey from foraging in the forest to steal food waste in the trash bins. If they become too dependable towards this method, there will high possibility that human monkey conflict increasing in near future. The rising on human-monkey conflict was originated because of some severe ecological alteration in the Terendak area that mostly focusing on the development of the area. Terendak was originally a vast forest which was change into the military base camp on 1957 that finished on 1964 (Eaton, 1951-1974). It has the area of 1500 acres with the addition of 35000 acres for training area. On that time the human-monkey conflict is still low due to small alteration towards surrounding area and there still area with forest for monkey to keep on living, but as the time past, Terendak camp continue to develop to facilitate the military needs, many facilities was built to accommodate people that start entering that area

including hospital, shopping arcades, school, kindergartens and quarters. As the result the forest reserve continues to deplete and the area for monkey to forage keep on decreasing. The contact of monkey towards human may alter it habit since monkey are very intelligent that they are able to continue to adapt to their change in their environment.

#### 1.1.2. Anti-Monkey Trash bin

According to Baillache (2017), a journalist state in the newspaper 'Southlands Sun' there are 2 methods to keep monkey away from house,

##### Method 1: Discouraging the curious monkey

- Use fully secured bins. Easily accessible food in rubbish areas will encourage monkeys to move father into residential areas and even enters houses.
- Don't feed monkeys. If the monkeys get fed they will come back looking for more food
- Pick the fruits from trees.
- Monkey proof your house. Cover windows with a mesh covering. Meshing a window and keeping food out of sight will discourage curious monkey
- Avoid the use of plastic bag. Monkey are curious and will snatch plastic bags which have food and forage through rubbish bags

## Method 2: Repelling Monkeys

- Scare them off. Keep some big sticks, a hose or another water spraying device handy. This can scare monkey without harming them
- Build electrical fence.
- Deploy an electronic sound repellent.

Base on the point 1 and 4 state in method 1: Discouraging the curious monkey, there is need to secured thrash bin, to discourage monkey from foraging at trash bin. Monkey tends to snatch away garbage plastic that may have potential containing food. Thus the secured trash bin that can also hide the present of garbage plastic is combination to negate monkey attack.

Anti-Monkey Trash Bin was built with the insight of taking pressure of the monkey, while securing the trash inside it. With this not only monkey doesn't making mess with the garbage, but it also slowly discourage monkey to not forage at the area as the source of curiosity for monkey is hard to be taken by them. Built with wall off iron, that is durable towards high impact, wheel to make it easier to move around, and a mirror to watch the level of garbage in the trash bin. This Anti-Monkey trash bin have be test on the field and been proof that it was effective against monkey attack than the current trash bin.

In 'theSundaily' the team leader Amirul Isyraf Mohd Ikhran, 16, said the trash bin was made entirely out of metal. Due to their school located near to the forest fringe, the school often disturbed by marauding wild monkey which

ransacked garbage bins. Due to this situation, it triggered idea for a monkey-proof garbage bin.

Anti-Monkey Trash bin have received recognition at the 2017 Universiti Malaysia Pahang Reaserch Exhibition and Technical Education and Vocational Training (TVET) Exposition by winning the Best of the Best Award for the secondary school category on Sept 20. (Bernama, 2017)

The Maktab Rendah Sains Mara Terendak co-operative take inniative to sale Anti-Monkey Trash bin through e-bay with the price starting at RM500. (Bernama, 2017)

#### 1.1.3. Studied animal

Long-tailed macaques (*Macaca fascicularis*) are one of the most numerous, widespread and ecologically diverse primates in the world (Wheatley *et al.*, 1996). The morphology of subspecies is vary in clolor from light brown or grayish to brown fur covering their backs, legs, and arms while their underside are much lighter (Groves, 2001) they have pinkish-brown faces and the fur on their heads sweeps back over their forehead, often creating a crest of hair on top of their heads. The defining characteristic, for which they are named, is their extraordinarily long tailed that is almost always longer than their height from head to rump, and the range in length between 400 and 655 mm (1.31 and 2.15 ft) (Groves, 2001) . (Supriatna *et al.*, 1996)

Long-tailed macaques live in primary, secondary, coastal, mangrove, swamp, and riverine forest from sea level up to elevation of 2000 m (6561 ft.)



(Rowe, 1996). They prefer forested areas near water and are found in higher densities near riverbanks, lakeshore, or along the seacoast (van Schaik *et al.*, 1996)

It lives on wide range of tropical habitats and is highly adaptive omnivores which feed mostly towards fruits (Fooden, 1995).

#### 1.1.4. Human-Monkey Conflict in Malacca

There are several cases on human-monkey conflict reported in the Malacca. On April 21 2016, 71-year-old grandmother from kampong Chin-Chin gain fracture on her right wrist due to monkey attacking her when feeding her chickens. In other cases on December 29, 64-year-old women was bitten when taking out rubbish outside her house in Jasin. The co-existences between human and animal are an issue that nowadays.

#### 1.1.5. Purchase Intention

Marketing specialists require a clear strategy which is based on a complete understanding of reasons that encourage consumers to repurchase intention of product. In the crowded market that we witness the activity of product, the purchase reduction of these appliances due to conditions such as economic decline and the decrease of people purchase power, as well as the efforts of these companies to make their own product distinctive in the minds of consumers, professional marketers should realize that how change the variables affecting on brand loyalty in order to change to impact on the repurchase intention of products (Brown *et al.*, 2003).

## 1.2. Problem Statement

There are a lacks of understanding on the behaviour and consumers' preferences towards how consumer making choice in choosing their garbage bin. With the issue of monkey that often foraging on trash bin turn the surrounding dirty, this called for improvement on existing trash bin to mitigate the issue and reduce the encountering rate of human-monkey conflict which it might contribute in factoring in consumer preference towards Anti-Monkey Trash Bin.

## 1.3. Expected Outcome

There is significant relationship between purchase intention on Anti-Monkey Trash Bin with other factors, such as brand name, product feature and social influence.

## 1.4. Objective

1.4.1. To determine the significant influence of product feature, social influence and brand name towards purchase intention on Anti-Monkey Trash Bin among citizen in Terendak Camp area.

1.4.2. To explore local community perceptions and attitude on effectiveness of Anti Monkey Trash Bin at Terendak Camp, Melaka.

### 1.5. Scope of Study

The monkeys often attack the MRSM Terendak and focus on foraging on the food in trash bin. The focus points are to survey on communities of school and also there are several places on the Terendak area which the Anti-Monkey Trash Bin put on. Thus, the respondent targeted on people that in contact with the product which also include people live in Terendak area, Malacca.

### 1.6. Significant Study

The main point of this questionnaire is to know the perception of people towards Anti-Monkey Trash Bin. These products have potential to be marketable while also reduce the impact of human monkey conflict. But, this need to be confirm to make stand for this product to be commercialize and can be mass product if it desirable to customer.

## Chapter 2

### 2.0. Literature review

#### 2.1. Long-tailed macaque (*Macaca fascicularis*)

##### 2.1.1. Morphology

Long-tailed macaques vary in fur colour from grayish to brown covering legs, arms and their backs with the undersides are lighter brown (Groves, 2001). The fur also covers on top of heads sweeps back over forehead and there often crest of hair on top of their head. Female have beards and cheek whiskers while male have additional mustaches with the cheek whiskers framing their face. The characterizing trademark, for which they are named, is their phenomenally long tail that is quite often longer than their range from make a beeline for backside, and ranges long in the vicinity of 400 and 655 mm (1.31 and 2.15 ft) (Groves & C., 2001). Babies have a natal coat and are conceived dark, changing to the grown-up pelage as they develop. By a few months of age, they start to lose their dark coat and by one year, they have the grown-up hue (Fooden, 1995). Macaques have cheek pockets in which they can store nourishment as they search, and transport it far from the scrounging site to eat.

##### 2.1.2. Habitat

Long-tailed macaques capitalize on primary, secondary, mangrove, coastal, swamp and also riverine forest that the altitude level up to 2000 m (Supriatna *et al.*, 1996). They incline toward forested regions close water

and are found in higher densities close riverbanks, lakeshores, or along the seacoast. Long-tailed macaques also preferred to live in the secondary forest, to gain access for foraging food outskirts human settlement, where they approach gardens and ranches to crop-raid. They also can be found in tropical rain forest described by warm, damp atmosphere with regular precipitation (Umapathy *et al.*, 2003)

### 2.1.3. Ecology

Long-tailed macaques are frugivorous, the greater part of their eating regimen comprises of ready, fresh natural fruits mostly from organic source (Son, 2003). Amid times of year when fruits is inaccessible, especially during dry season into the early blustery season, long-tailed macaques diet center around other sustenance sources including bugs, stems, young and develop leaves, blooms, seeds, grass, mushrooms, spineless creatures like insect, fowl eggs, clay and bark (Son, 2003). Where they rummage in mangroves, since quite a while ago followed macaques invest energy devouring crabs and have likewise been seen eating frogs, shrimp and octopus (Son, 2003). One administration technique to diminish the issue of human-monkey conflict is by feeding them by making it tourist activity of feeding monkey (Son, 2004). But this has drawback which the monkey will gradually forgot how to forage their own food. In a some of the sections their range ago followed macaques come into contact with vacationers at nature saves up to 22% of their eating routine can be from provisioned sustenance (Son, 2003). This methodology isn't without

expenses to the two macaques and people. At the point when people encourage since quite a while ago followed macaques, both contact and non-contact animosity increments inside and between gatherings of macaques at a similar bolstering site. Genuine damage or demise can happen on account of forceful experiences between since a long time ago followed macaques. People would face additional danger when in contact with them since macaques in light of the fact that the likelihood of infection transmission is expanded when the two species come into contact.

The daily spending plan and behavior of long-tailed macaques include voyaging, encouraging, resting and mingling each other. Usually followed macaques have a home range size of around 1.25 km<sup>2</sup> and every day way length differs significantly in the vicinity of 150 and 1900 m (Rowe, 1996). They very lean toward scrounging and moving in riverine environments, and the measure of time spent scavenging diminishes as they move assist from the riverbank. The majority of their everyday movement occurs inside 100 m (328 ft) of the waterway, where asset thickness is significantly higher than regions facilitate inland (van Schaik *et al.*, 1996). In the wake of leaving their settling tree in the vicinity of 5:30 and 6:00 a.m., they spend the morning hours nourishing vigorously while they spend the noontime hours resting. Forceful communications between gather individuals are the most noteworthy while bolstering on natural product, showing solid rivalry for this significant sustenance asset. While the gathering is resting, people rest, play, or prepare, with the most youthful creatures investing energy playing while the more seasoned creatures rest

and prep (Son, 2004). After the late morning time of rest, since quite a while ago followed macaques keep on searching for sustenance and nourish as they draw nearer to their dozing trees. They enter the dozing trees in the early night, in the vicinity of 6:00 and 6:30 p.m. what's more, remain there for the night (Son, 2004).

#### 2.1.4. Human-Monkey conflict

Ever since world keep on developing, there always sacrifice forest area either for building housing area, industries or agriculture sector. This called for more individual which concerned on wildlife in adjoining forest. Therefore, people-monkey conflicts are non-rare issue. Due to this conflict between people and wildlife some individual which in contact with wildlife take aggressive countermeasure that against people who have strong philosophical commitment towards nature value. Due to economic growth that keep on increasing, environment keep on piling pressure which mostly felt by wildlife as their natural habitat been taken by human thus increasing encounter of human-wildlife conflict. The development on forest may lead to fragmented forest which mostly due to agriculture and infrastructure development causing additional chance of people-wildlife conflict (Nyhus & Tilson, 2004). People-monkey conflict are becoming serious threat towards monkey as there are several aggressive countermeasure that quite inhuman. If this attitude were keeping on, there will someday in future, the generation which doesn't know what is monkey.



## 2.2. Anti-Monkey Trash Bin

### 2.2.1. Purchase intention towards product

Customer' purchase intention is very fragile but yet complex. It's hard to fulfill customer demand. Every single of them have different point of view and interest. But it important to know customer's behavior, perception and attitude to enhances their purchasing intention. The important key point for consumer in considering and evaluating of certain product is their purchase behavior (Keller, 2001). As the customer decided on to purchase the product, it all because they were drive on by influence of self-intention, thus by predicting purchase intention of customer, the product purchased can be predicted (Ghosh, 1990). However, purchase intention can change due to certain influence such as quality of product, price and also value perception (Grewal *et al.*, 1998). Besides that, the customer would also been influence by internal impulse and external environment during purchasing process. The physiological motivation that stimulate respond drive customer behavior to fullfill their need in the retail shop (Kim and Jin, 2001).

Purchase intention is planning in advance to buy certain goods or services in the future, not necessarily to implement the purchase intention due to its depends on individual's ability to perform (Qun *et al.*, 2012).

Based on the article written by (Blackwell *et al.*, 2001), what cross in customer's mind signifies intention to purchase product or take the services. Some other reaserch state that coustomer will go through the process of recognized the product to purchase, then they will find the



information about the product, evaluate, purchase and then come out with feedback. Therefore, the purchase happens after the customer making advance research so that they will gain the right product for their needs.

There are many choices of garbage bins in the market in order to fulfill the needs of customers. Therefore, different customers have different tastes and preferences. This behaviour of customers to purchase is depending on product characteristics such as brand name, price, quality, recreation and innovation awareness, mixed up with other choices as well as impulsiveness (Leo *et al.*, 2005). Thus, it is important to examine factors that lead to the customer's decision to purchase a garbage bin. This study is to examine variables such as product features, brand name, and social influence towards purchasing intention among potential customers of Anti-Monkey Trash bins.

#### 2.2.2. Factors influencing purchase intention towards product

There are no specific studies on purchase intention for Anti-monkey Trash bins either in Malaysia or foreigner. But there are many researches on the purchase intention towards products that may be used to clarify how customers would react towards new products like Anti-monkey Trash bins that are new in the business industry. Some of the articles used may help like the effect of custom and culture either it has an impact on the purchase behaviour of customers (Dimitrova *et al.*, 2010). Different points of view given from Armstrong and Kotler (2010) in five steps of consumer decision

making process said that (the second step of the process) searching and interpreting the information gathers would influence customer purchase intention.

### 2.2.3. Product Features

There are many garbage bin design n the market. Thus different people will choose different features of garbage bin that can meet their needs and desires. Product features can be define as attributes of product that can satisfy consumer preferences through having product, using and applying the product (Kotler & Armstrong, 2007). Each of garbage bin have their own unique feature to attract customer to choose it. For Anti-Monkey Trash Bin it come with an idea to make garbage bin that can withstand monkey messing with it. It also com with other feature that facilitate one that use it. Like easier to take out the garbage if full, easier to move around with wheel, and the most interesting feature is it can work as advertisement board. This become as additional feature to attract customer to choose Anti-Monkey Trash Bin.

### 2.2.4. Brand Name

Organization will always find ways to differentiate them from the others and on this research focus on garbage bin manufacturing. The organization have to find new ideas and innovation that are not available on

other product to attract consumer while meeting their demand and expectation. Brand name can be an identity and exclusivity that represent the organization. Brand name can be name, term, symbol and design that differentiate the organization from competitors. Most of organizations emphasize about brand name that can be as an invaluable assets to their product and services. (Cornelis, 2010). This can be competitive advantage to organization.

For Anti-Monkey Trash bin, it was brand under MRSM figure which was surely people know it was a product of innovation from student. It also centralize an eco-friendly factor on their product that was different from other garbage bin that already in current market.

#### 2.2.5. Social influence

In the article written by Rashotte (2007), social influence is about changing feelings, attitude, thoughts and behavior, intentionally or unintentionally influenced by the other person or situation. It is due to interaction with other either people or animals, or even situation. Customer would be influenced by media, people and the situation they face on to buy garbage bin.

Consumer action is being influenced by what surrounding them. They would seek for suggestion, advice from people who facing the same

situation and also finding product that can give solution towards their problem. (Kotler & Armstrong, 2007)

#### 2.2.6. Consumers' attitude towards Anti-Monkey Trash bin

Customers' attitude is critical factor that affect their purchase intention towards product (Chaniotakis *et al.* 2010). Additionally Anti-Monkey Trash bin is new product, thus the good customer attitude towards it including trust, effectiveness and environment friendly may come in handy as selling point towards customer. Chaniotakis *et al.* (2010) also stated that "the way of thinking influence consumers' purchase intention as well as perceived of economic situation.

## Chapter 3

### 3.0. Methodology

#### 3.1.1. Study Area

Terendak camp coordinated on 2.287213°N 102.09728°E through global map.

Terendak camp is arranged on the shore of Malacca Straits (now Melaka in the vernacular) around 14 miles toward the north of the state capital of Melaka (Figure 1.0). The camp takes its name from its most noteworthy slope Bukit Terendak which signifies "the slope of the rice grower cap" (since it would seem that one).

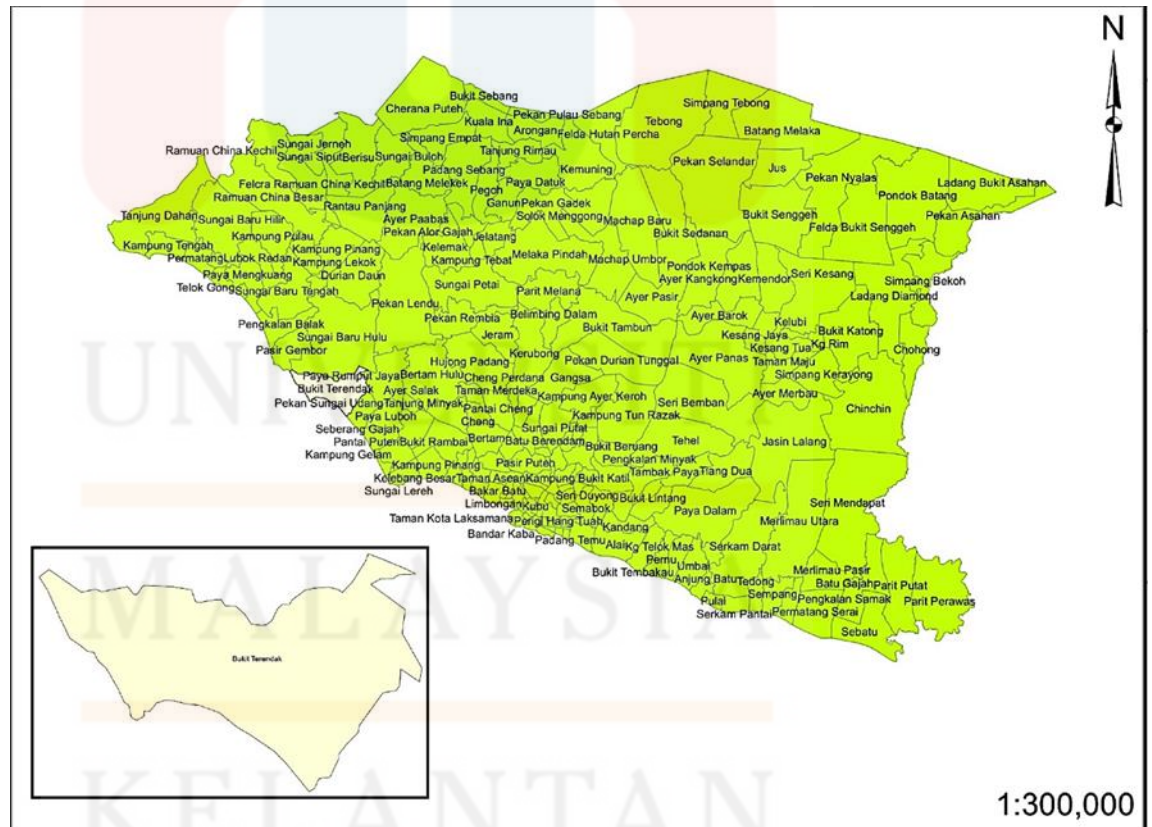


Figure 1: Map of Terendak Camp

### 3.1.2. Questionnaire Design

The questionnaire can be divided into three parts; the first part is about information on residents in Terendak camp area which covers personal information such as age, occupation, ethnic and education level. This part will give a clear view on people's behavior that is affected by the parameters asked.

The second part of the questionnaire tests social influence factors that take into consideration human-monkey conflict, personal experience and how they usually cope with problems regarding monkeys.

The third part touches on brand name factors which mostly ask where respondents gain information about the product, their first impression and how they rate the quality and innovative level of the product.

The last part of the questionnaire touches on product features which are factors that influence customers to buy Anti-Monkey Trash Bins. This includes factors that attract customers to choose the product from other garbage bins already in the market. This is to see the potential for the product to be commercialized.

The questionnaire is sent out in Malay and English versions, mainly for reference. Most of the questions are multiple-choice, and some have an 'other' option to let respondents answer with an answer not listed. There are also true/false questions for certain parts of the questionnaire.

Variables	No of item	Alpha	Skewness	Kurtosis
All	19	.661		
Purchase Intention (PI)	3	.719	1.41	-1.36
Product Features (PF)	6	.607	1.36	1.69
Brand Name (BN)	5	.549	-0.71	1.24
Social Influence (SI)	5	.653	1.86	-1.19

Table 1: Reliability test for all variable

Cronbach's alpha coefficient is the most frequently used to test the internal reliability of the items used in the study. Cronbach's alpha reliability coefficient normally range between 0 to 1. If the value closer to 1.0, its means that the greater the internal consistency of the items in the scale. All 19 items used in this reaserch obtained Cronbach's alpha value with value 0.661 which greater than 0.6. this indicates that all question from independent and dependent variable are standardized and can be accepted as refer to the rule of thumb about cronbach's alpha coefficient (Azira *et al.*, 2016). The cronbach's alpha of 3 items measuring purchase intention (PI) give highest value with 0.719. The second highest value is 0.653 recorded at Social Influence (SI). Next for 6 items measuring product feature (PF) with value of 0.607 for cronbach's alpha. The lowest value of cronbach's alpha is brand name which obtained by brand name (BN) with 5 items.

### 3.1.3. Survey Distribution

In Terendak Camp, the survey distribute in two ways: the primary method is by survey around school area. Second one is by waiting on the area with the anti-trash bin and ask people that use it. With this, it can cover place which the trash bin placed on.



#### 3.1.4. Respondent Sampling Methods

The respondents select by using random sampling methods. Each people in Terendak camp area have a same probability to be selected as the respondent. Random sample are used to avoid bias and other unwanted effects.

#### 3.1.5. Data analysis

For data analysis, SPSS application version 25 was used to accommodate analyzing data process.



## Chapter 4

### 4.0. Result and Discussion

#### 4.1.Result

The research about purchase intention towards Anti-Monkey Trash Bin among people that in contact towards the product was run on 100 respondent.

##### 4.1.1. Respondent Background

This research respondent was choose from people who stay in Terendak, Melaka which focus more on MRSM Terendak and its surrounding. This is due the product itself come from MRSM Terendak and it easier to gain respondents who have knowledge about Anti-Monkey Trash bin. Table 2, show about respondent background. In this research, 76% from respondent was male, while the others 24% were female. 100% of the total respondent was Malay, this is due to it was MRSM school and most of the military there were Malay.

Most of the respondent receive education until high school (44%), while only 1 respondent have Master. Only 1 respondent doesn't work as she work as housewife, while most of respondent works as other occupation (41%), including work as contractor, staff, canteen staff, Security and café's worker. Student as the second dominator in the list with 35%, while working as military 13% and teacher 10%.

Table 2: Respondent Personal Information

Demographic characteristic		Frequency	Percentage (%)
Gender	Male	76	76
	Female	24	24
Age	0 – 15	18	18
	16 – 30	37	37
	31 – 45	30	30
	45-60	15	15
Occupation	Student	35	35
	Teacher	10	10
	Military	13	13
	Housewife	1	1
	Others	41	41
Education level	Primary School	22	22
	High School	44	44
	Diploma	21	21
	Degree	12	12
	Master	1	1
Ethnic	Malay	100	100
	Indian	0	0
	Chinese	0	0
	Other	0	0

#### 4.1.2. Experience in Human-Monkey Conflict (Social Influence)

Table 3 show about respondent experience facing monkey conflict. Human-monkey conflict is based on how monkey cause problem towards respondent, either it directly or indirectly. Directly like monkey disturbed them while doing daily activity or trespass human house boundary. While indirectly like making mess on surrounding like on trash bin, making high noise and leaving 'mark'. Most of respondent (86%) have experience disturbance cause by monkey, while only 14% doesn't receive disturbance. If seen from the frequency of disturbance causing by monkey towards respondent who have experience in human-monkey conflict, research found out that 59.3% from respondent facing high frequent disturbance and 44% on normal rate while less than 12.8% facing low frequent disturbance.

Table 3, also show information about respondent who have experience sawing monkey causing mess on trash bin. 68% of the respondent have experience saw monkey messing with trashbin, while the rest never experience it. It show that more than half of respondent (52.9%) agree that monkey know how to open the current trash bin, some of the respondent come out with theory that the monkey saw human open the trash bin, and they learn from what they saw. 38.2% respondent say that the current trash bin seal doesn't tight enough allowing monkey easily open it, while 4 respondent say the trash bin doesn't been seal back due to people don't close it after use. 2

respondent come out with interesting idea which one was the trash bin already overloaded, while the other one say the monkey messing with the trash bin until it broken. Asking about either respondent already know about the existences of Anti-Monkey trash bin which could prevent monkey messing with trash can, more than half (64.6%) already have information about the product while the rest doesn't know about the product.

Table 3: Social influence due to monkey attack

Experience Human-Monkey Conflict		Frequency	Percentage (%)
Experience monkey disturbance	YES	86	86
	NO	14	14
Frequency of disturbance	Extremely frequent	23	26.7
	Very frequent	28	32.6
	Frequent	24	27.9
	Not so frequent	11	12.8
	No disturbance	0	0
Saw monkey messing with garbage bin	YES	68	68
	NO	32	32
Reason monkey easy open garbage bin	The cover of the trash bin doesn't seal tightly	26	38.2
	The monkey know how to open the seal	36	52.9
	The trash bin doesn't covered	4	5.9

	Others	2	2.9
Know there organization that create garbage bin to cope problem	YES	64	64.6
	NO	35	35.4

#### 4.1.3. Knowledge on Anti-monkey Trash Bin (Brand Name)

Table 4, show the level of awareness to Anti-monkey trash bin by the respondent. Research found out that most of the respondent give positive response towards product with only 2% of respondent give negative reaction on product.

It also found out that more than half (56%) of respondent gain information on Anti-Monkey Trash Bin from MRSM itself. This because most of the respondent taken in MRSM Terendak. They got info either from teacher or student in charge in project, and also when using the product itself. As 90% of trash bin in MRSM Terendak have been change to Anti-Monkey Trash Bin. Research also found out that other media like social media and newspaper come in handy to spread the info about Anti-Monkey Trash Bin when MRSM Terendak join several innovative competition and winning awards thus the news enter newspaper and social media.

If seen from how respondent rate the quality of product, near half of respondent (49%) rate the quality of product in high level and 35%

rate it as neutral. Only 1 respondent found out the product have low quality. From innovation rate level point of view, more than half of the respondent (69%) agree that the product are very innovative with 17% of them rate it as extremely innovative. Even though the more respondent found that the product are innovative, there are respondent (5%) found the product not innovative as shown in table.

Table 4: Knowledge about Anti-Monkey Trash Bin

Knowledge on Anti-Monkey Trash bin		Frequency	Percentage
First reaction towards product	Very positive	24	24
	Positive	48	48
	Neutral	26	26
	Negative	2	2
	Very negative	0	0
Where information gain	Television	1	1
	Social media	25	25
	Newspaper	2	2
	Friends	16	16
	Maktab Rendah Sains Mara Terendak (MRSM)	56	56
Quality level	Very high quality	15	15
	High quality	49	49
	Neutral	35	35
	Low quality	1	1
	Very low quality	0	0
Innovative level	Extremely innovative	17	17
	Very innovative	52	52
	Normal	26	26
	Not	5	5
Effective level	Definitely can	47	47
	Probably can	31	31
	Maybe can	22	22

	No	0	0
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#### 4.1.4. Purchase Level (Purchase Intention)

Research found that, 47 of respondent confident that the product can reduce monkey from messing with trash bin. While the rest agree it has potential to reduce it but depends on situation. All of the respondent find the product have it potential as shown in table there no respondent choose not.

Research found out that 27% of respondent would extremely likely brought anti-monkey trash bin if it enter market, while 25% somewhat likely would purchase the product. More than quarter of respondent response in positive way to purchase product like as shown in Table 5. Only 1 respondent response to not at all buying the product.

Table 5, also show that 46.9% of respondent will very likely replace the current trash bin with Anti-Monkey Trash Bin. While only 1% don't agree to replace their current trash bin. From the research more than 90% of the respondent have potential to replace their current trash bin.

Lastly most of the respondent (38%) very likely will recommended the product to other people. While like cases on replacing current trash bin, the same respondent doesn't agree to recommend Anti-Monkey Trash Bin to other people.



Table 5: Purchase level on Anti-Monkey Trash Bin

Purchase Intention		Percentage	Frequency
Purchase level	Extremely likely	27	27
	Very likely	36	36
	Somewhat likely	25	25
	Not so likely	11	11
	Not at all	1	1
Replace current trash bin	Extremely likely	21	21.4
	Very likely	46	46.9
	Somewhat likely	18	18.4
	Not so likely	12	12.2
	Not at all	1	1.0
Recommend to other	Extremely likely	24	24.2
	Very likely	38	38.4
	Somewhat likely	18	18.2
	Not so likely	18	18.2
	Not at all	1	1

#### 4.1.5. Factor that influence in buying Anti-Monkey Trash Bin (Product Feature)

Table 6, show how respondent rate the effectiveness of product against monkey attack. Near half of respondent strongly agree that Anti-Monkey Trash Bin effective against monkey attack. While 13% of them neutral towards the product effectiveness and only 1% disagree with the product effectiveness.

To rate the eco-friendly level of the product is based on how the product suit the surrounding without causing harm towards environment. Base on the Table 6, more respondent (35%) agree that the product is ecofriendly, it avoid monkey from making mess while also didn't leave any harm towards the monkey. The total percentage of respondent who strongly agree and disagree is the same which show the different in view either the product are ecofriendly or not is balance.

Research found out that near half of the respondent (47.4%) agree that the product have high durability which it can be used for a long period of time like as shown in Table 6. While 5% disagree with the high durability of product. After been ask why they disagree with the factor, the respondent say that the product need for maintained as it may rust depends on weather.

Research found out that near half of the respondent (47.4%) agree that the product have high durability which it can be used for a long

period of time like as shown in Table 6. While 5% disagree with the high durability of product. After been ask why they disagree with the factor, the respondent say that the product need for maintained as it may rust depends on weather.

Table 6: Factor influence in buying Anti-Monkey Trash Bin

Factor influence in buying Anti-Monkey Trash bin		Frequency	Percentage
Effective against monkey attack	Strongly Agree	49	49
	Agree	37	37
	Neutral	13	13
	Disagree	1	1
	Strongly Disagree	0	0
Eco-Friendly	Strongly Agree	14	14.9
	Agree	35	37.2
	Neutral	31	33
	Disagree	14	14.9
	Strongly Disagree	0	0
Durable	Strongly Agree	19	24.4
	Agree	37	47
	Neutral	17	21.8
	Disagree	5	6.4
	Strongly Disagree	0	0
Affordable	Strongly Agree	12	13.6

	Agree	25	28.4
	Neutral	19	21.6
	Disagree	31	35.2
	Strongly Disagree	1	1.1
Better design than current garbage bin	Strongly Agree	26	29.5
	Agree	37	42
	Neutral	20	22.7
	Disagree	3	3.4
	Strongly Disagree	2	2.2
Can hold pressure from monkey attack	Strongly Agree	58	59.2
	Agree	26	26.5
	Neutral	12	12.2
	Disagree	2	2
	Strongly Disagree	0	0

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#### 4.2. Discussion:

This research was been done on 100 respondent in MRSM Terendak and its surrounding. 35% from the respondent still a student which doesn't have their own income, while the rest 65% are working either public, nonpublic or self-working. Male dominate the pool by 76% of respondent is male and 100% of respondent is Malay. All of the respondent have education, at least at primary school level, while most of them receive education until high school (44%).

##### 4.2.1. Social Influence

Correlations		
		Purchase Intention
Social Influence	Pearson Correlation	.400**
	Sig. (2-tailed)	.000
	N	86
**. Correlation is significant at the 0.01 level (2-tailed).		

Table 7: Pearson correlation coefficient between SI and PI

There is a significant relationship between Purchase Intention (PI) and Social Influence (SI) of product. The table above show that a significant positive correlation coefficient between PI and SI ( $r = .400$ ,  $p < .01$ ). Rules of thumb have suggested to characterize the strength of associated between variable (Azira *et al.*, 2016). The result demosterated that the strength of association between PL and QL was moderate.

Monkey disturbance is quite common in the MRSM Terendak and its surrounding area. This can be seen by the research through 86% of the respondent had experience monkey disturbance, from the time length of doing research, there are several time which respondent share their experience on how monkey disturbed their daily activity. Most of it is related to food, which the monkey on MRSM Terendak didn't scared to trespass the human household to forage for food. Some several cases is that, the monkey attack student that bring out food outside their canteen. This cause the student to not bringing food outside the canteen. Some other respondent experience is from the cleaner itself, which they always need to clean up the mess on the trash bin early in the morning before the current Anti-Monkey Trash Bin come to the current version.

The respondent was expose to the certain frequency level of monkey disturbance, 87.2% of the respondent was exposes at least at frequent level of monkey disturbance. Which they themselves experience how the monkey disturbed their daily routine. 66% of the respondent have experience sawing monkey foraging on the trash bin, some responded from respondent, the said that the monkey usually take a chance to forage on trash bin after resets break, which means the trash bin is full with food leftover. Some respondent which work as contractor and janitor said that the monkey also usually forage at the

dumping area behind the school. The strategic dumping site which is near to the small fraction of forest that become their natural habitat, make the dumping site a perfect place for monkey to find food.

The respondent who have experience facing disturbance then been ask with why the current garbage bin was easily been open by monkey, 52.9%% of the respondent agree that the monkey know how to open the trash bin. They responded to question that monkey learn from what they saw when human open the garbage bin. This is called 'habituation'. Habituation in simple term 'the simplest form of learning' and define as a behavioural response decrement that result from repeated stimulation and that does not involve sensory adaptation/ sensory fatigue or motor fatigue. (Catharine *et al.*, 2009).

26% of the respondent said that the cover doesn't seal tightly making the monkey easily open the garbage bin. Thus making it easy for the monkey to open after knowing how to unlock the sealing cape. Other 4% said that the garbage bin was being left uncovered, thus monkey easily messing with it, the remaining 2% come out with their own opinion.

#### 4.2.2. Brand Name

Table 8: Pearson correlation coefficient between BN and PI

Correlations		
		Purchase Intention
Brand Name	Pearson Correlation	.391**
	Sig. (2-tailed)	.000
	N	100
**. Correlation is significant at the 0.01 level (2-tailed).		

There is a significant relationship between Purchase Intention (PI) and Brand Name (BN) of product. The table above show that a significant positive correlation coefficient between PI and BN ( $r = .391$ ,  $p < .01$ ). Rules of thumb have suggested to characterize the strength of associated between variable (Azira *et al.*, 2016). The result demonstrated that the strength of association between PL and QL was weak.

Research found out that 64.6% of respondent know the existence of Anti-Monkey Trash Bin. Even though more than a half of the respondent know about Anti-Monkey Trash Bin, this is due to the respondent was taken in the MRSM Terendak itself which where the product have been made, thus it is why respondent know about the product.



Base on the question which from where they gain information about the product, 56% of them gain information because they stayed in MRSM Terendak either teacher, worker or student. Some of outsider gained information from their friend which also work or have experience entering MRSM Terendak area and saw the product been place replacing old trash bin.

Another 35% of respondent choose no which they don't know about the product. This was mainly from respondent which stay around the MRSM, like military and restaurant owner. This means that, even though they near to the product production place, the marketing promotion still in low level. The school itself take imitative to collaborate with several university like UMK itself and entering several innovative competition to promote their product. When joining the competition they have won several awards which some of them enter newspaper and social media. This have been seen through research which that 25% of the respondent gain info about product through social media, while 2% from newspaper.

The research found out that more than half of respondent (72%) give positive reaction on the product with 24% from them give a very positive response, 2 respondent give negative responded which when they been ask, respondent response with that the product is specifically point area with monkey disturbance problem thus it's not valid in area which have none monkey disturbances.

Asking about either the product was innovative or not, respondent give very positive response which near 70% of respondent thought the product are very innovative, they said that the product is different from mere trash bin, which it design just like recycle bin, but it have mirror that can be used to see either the trash level is high, so user don't have to always open trash bin to make sure the rubbish inside already full to replace the plastic bag. On the other point of view, respondent who said the product doesn't innovative is due it only give additional characteristic to current trash bin, not remake it from scratch. But the respondent that said the product don't innovative is only 5% from overall respondent.

Research found out that there are relation in rating the quality of product with purchase level towards the product. Consumers calculate product superiority in term how much happiness they can received from that product (Jiang & Wang, 2006).

Table 9: Pearson correlation coefficient between quality level and PI

<b>Correlations</b>		
		Quality_level_
Purchase Level	Pearson Correlation	.328**
	Sig. (2-tailed)	.001
	N	100
**. Correlation is significant at the 0.01 level (2-tailed).		

There is a significant relationship between Purchase level (PL) and Quality level (QL) of product. The table above show that a significant positive correlation coefficient between PL and QL ( $r = .328, p < .01$ ). Rules of thumb have suggested to characterize the strength of associated

between variable (Azira *et al.*, 2016). The result demonstrated that the strength of association between PL and QL was weak.

#### 4.2.3. Purchase Intention

Through the research, up to 88% of the respondent would likely to buy the product if it release on the market with 27% of them would extremely bought the product. Most of the respondent that likely to buy the product have their own reason to replace their current trash bin with the product. This factor was been evaluate to several factor that would be discuss further below.

Table 10: Pearson correlation coefficient between replace level, recommended level and PI

<b>Correlations</b>		
		Purchase Level
Replace Current Garbage bin	Pearson Correlation	.424**
	Sig. (2-tailed)	.000
	N	99
Recommend to other	Pearson Correlation	.526**
	Sig. (2-tailed)	.000
	N	98
**. Correlation is significant at the 0.01 level (2-tailed).		

Based on the table above, there is significant relationship between both levels to replace current garbage bin (RB) and recommended level (RL) to other with Quality level (QL). A significant positive correlation coefficients showed between both RB with QL with value of .424 ( $p < .01$ )

which indicate weak relationship, while and RL with QL at .526 ( $p < .01$ ) that indicate moderate relationship level.

#### 4.2.4. Product Feature

Table 11: Pearson correlation coefficient between PF and PI

Correlations		
		Purchase Intention
Effective against monkey	Pearson Correlation	.283**
Eco-friendly	Pearson Correlation	.442**
Durable	Pearson Correlation	.244**
Affordable	Pearson Correlation	.489**
Better design	Pearson Correlation	.279**
Can hold pressure	Pearson Correlation	.419**
**. Correlation is significant at the 0.01 level (2-tailed).		

Factor that influence the purchase intention of respondent towards product.

- Effective to negate monkey messing the trash bin  
There is a significant relationship between the effectiveness of Anti-Monkey Trash bin and purchase intention (PI). The result

showed that a significant positive correlation coefficient ( $r = .283, p < .01$ ). The result demonstrated that the strength of association between effectiveness of product and PI was weak

- **Eco-friendly**  
There is significant relationship between eco-friendly factor and PI. A significant positive correlation coefficients between eco-friendly factor and purchase intention with the value of 0.489 ( $p < .01$ ). The value indicate that the strength of relationship is weak.
- **Durability**  
There is a significant relationship between durability of product and purchase intention (PI). The final findings indicate that there is significant positive correlation between durability of Anti-Monkey Trash Bin and purchase intention (PI) ( $r = .244, p < .01$ )
- **Affordable**  
There is a significant relationship between affaorable factor and purchase intention (PI). There is significant positive correlation coefficient which conclude to weak relationship between affordable factor and purchase intention with the value of 0.489 ( $p < .01$ )
- **Better design than current trash bin**  
There is a significant relationship between the better design of Anti-Monkey Trash bin and purchase intention (PI). The result showed that a significant positive correlation coefficient ( $r = .279, p < .01$ ). The result demonstrated that the strength of association between effectiveness of product and PI was weak
- **Can withstand pressure from monkey attack**  
There is a significant relationship between level of Anti-Monkey Trash bin withstand pressure from monkey and purchase intention (PI). The result showed that a significant positive correlation coefficient ( $r = .419, p < .01$ ). The result demonstrated that the strength of association was weak

## Chapter 5

### 5.0. Conclusion and Recommendation

#### 5.1. Conclusion

The purpose of this study was to figure out the factors influencing purchase intention of Anti-Monkey Trash Bin among citizen in Terendak Camp, Malacca. Specifically, this study research on relationship between product features, social influence, brand name and purchase intention towards Anti-Monkey Trash Bin. Data was collected from 100 citizen from Terendak camp, Malacca and was analyzed. The research expected there are significant relationship between purchase intention, brand name, social influence and product feature. The result of the research proof that there is significant connection between both dependent and independent factor.

This study found there was significant and positive relationship between social influence and purchase intention of Anti-Monkey Trash Bin. This show how the impact of monkey attack towards customer make them want to use Anti-Monkey Trash Bin.

This study also found that were significant and positive relationship between product feature and purchase intention on Anti-Monkey Trash Bin. The uniqueness of Anti-Monkey Trash bin that doesn't on other garbage bin that were currently on market make customer attracted to poses the product. Especially towards customer that facing problem monkey foraging on their garbage bin.

The study come out with result that there was significant and positive relationship between brand name and purchase intention even thought it was weak relationship. MRSM give great impact in branding the product. With the idea and innovation from student and teacher, it gain trust in customer as they agree the product is so innovative and having high quality rate.

The findings of this research gave several implication for MRSM Terendak as the producer of Anti-Monkey Trash Bin product. The information collected provide them on factors that influence purchase intention of their product. This study conclude that product feature, brand name and social influence are positively related to purchase intention. This finding also would help MRSM to improve their product as they gained feedback about their product from the question in questionnaire.

## 5.2.Recommendation

There need for more research to identify what factor that affecting purchase intention towards Anti-Monkey Trash Bin. MRSM have taken many incentive to wide up their market area. In the recent info from the teacher, Cikgu Nor Suhaili, they have place Anti-Monkey Trash Bin on Hospital Terendak and they also have place it on Zoo Melaka. With this additional place, more response can be collect thus increasing the validity of data.

This kind of research should not only targeting communities but it also should be done towards organization that have potential to buy the product like example towards Majlis Daerah of each state, but this need more formal way to gained data.



## 6.0.References

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## Questionnaire Form

### The Study of Purchase Intention on Anti-Monkey Trash Bin in Terendak Camp Malacca

#### Section A: Personal Information

Please tick (/) only one answer on each of the following question.

1. Gender?

- Male  
 Female

2. Age: \_\_\_\_\_ Years old

3. Occupation?

- Student  
 Teachers/Lecture  
 Military  
 Housewife  
 Others (state): \_\_\_\_\_

4. Education Level:

- School  
 SPM  
 Diploma  
 Degree  
 Master

5. Ethnic:

- Malay  
 Indian  
 Chinese  
 Other: \_\_\_\_\_

6. How long you have stayed in Terendak: \_\_\_\_\_ years.

Section B: Experience in Monkey-Human conflict (Social Influence)

1. Do you have experience getting disturbed by wild monkey?

- Yes (Please answer Q2 and Q3)  
 No (Please jump to Q4)

2. How frequent you're housing area been disturbed?

- Extremely frequent  
 Very frequent  
 Somewhat frequent  
 Not so frequent  
 No disturbance

3. How would you cope the disturbance problem?

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4. Do you ever saw monkey making mess on the trash bin?

- Yes (Please answer Q5)  
 No (Forward to Q6)

5. Why would you think the monkey easily making mess of the trash bin?

- The cover of the trash bin doesn't seal tightly.  
 The monkey know how to open the lid  
 The Trash bin doesn't been covered  
 Others (state) \_\_\_\_\_

6. Do you aware that there is some organization that creates recycle bin to cope the problem in Q4?

- Yes  
 No

Section C: Awareness on Anti-Monkey Trash Bin (Brand Name)

1. What is your first reaction to the product?

- Very positive
- Somewhat positive
- Neutral
- Somewhat negative
- Very Negative

2. Where you gain information about Anti-Monkey Trash Bin

- Television
- Social media
- Newspaper
- Friend
- MRSM

3. How would you rate the quality of the product?

- Very High quality
- High quality
- Neutral
- Low quality
- Very low quality

4. Do you find the product is innovative?

- Extremely innovative
- Very innovative
- Average
- Not at all

5. Do you think the product can negate/reduce the problem cause by monkey?

- Definitely can
- Probably can
- Maybe
- Not at all

Section D: Reason to buy Anti-Monkey Trash Bin (Product feature)

- Reasons for buying purchase Anti-Monkey Trash Bin (You are required to rate each of the following statements on a scale arranging from 1 to 5 where 1 indicates strongly agree and 5 indicates strongly disagree and 3 indicates that you are neither agree nor disagree)?

Reason	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Effective to negate monkey from messing with trash bin	( )	( )	( )	( )	( )
Eco-friendly	( )	( )	( )	( )	( )
Durability	( )	( )	( )	( )	( )
Affordable	( )	( )	( )	( )	( )
Better design than current trash bin	( )	( )	( )	( )	( )

Purchase Level

	Extremely likely	Very likely	Some what likely	Not so likely	Not at all
1. If the product were available today, how likely would you buy the product?	( )	( )	( )	( )	( )
2. Do you will likely replace the current dustbin with the Anti-Monkey recycle bin?	( )	( )	( )	( )	( )
3. How likely is that you would recommend the product to friends?	( )	( )	( )	( )	( )

**End of Question  
Thank You**



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